Chapter One
Introduction

1.1 Background to the Study

Without a doubt, the global impact of the 2020 Coronavirus Disease (COVID) pandemic, also known as COVID-19, was disastrous, bringing the whole world to its knees. The human severe acute respiratory syndrome coronavirus (SARS-CoV-2), formerly known as 2019-nCoVis the cause of the fast spreading COVID-19 pandemic[1,2]. It was initially noted in December 2019 in Wuhan, China, among individuals with viral pneumonia symptoms[3,4]. Despite the fact that the virus was responsible for thousands of human fatalities, several nations worked to control the worldwide pandemic by enacting and enforcing a number of safety measures inside their borders. All human movement was banned, businesses were shut down, and students from some nations were made to complete their education virtually. In an attempt to combat the COVID-19 pandemic, the World Health Organization (WHO) developed a global treatment that required vaccination of all people worldwide. This rule and requirement was mandatory in every nation on the planet.

As a result, it became crucial to implement international laws requiring COVID-19 vaccinations, with individuals being forced to follow them. Evidence of vaccination became necessary for travels to another country[4]. Although compliance means abiding by the law, it is what people were forced to do by the governments and management of different nations and businesses. However, the difficult task of enforcing the regulations and guaranteeing strict adherence to the immunization of groups of people against the COVID-19 pandemic was required, necessitating the use or application of some professionally developed principles and strategies involving media and communication[5].

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Enforcement by the administration of any official group or society is necessary for compliance with any regulations that are published[6]. Any authority can impose regulations on the public to regulate behavior or how things are done. From a conceptual standpoint, preventing the spread of an epidemic, sickness, or illness requires careful consideration of awareness and attitude. The primary goals of media campaigns are to inform the public about outbreaks and increase their awareness of the causes, symptoms, as well as potential avoidance strategies of diseases and epidemics. This information can also encourage the proactive implementation of preventive measures[7]. Using its prior experience in handling previous epidemics, like the Ebola virus, which most Western countries lacked, the Federal Government of Nigeria and the state governments throughout the nation faced the situation with an adequate response when the first COVID-19 case was discovered in Nigeria through announcement on February 27, 2020, following an Italian national in Lagos who tested positive for the virus[8]. On February 28, 2020, Nigeria's federal government and state governments gave residents the assurance that they were prepared to step up security at the nation's five foreign airports in an effort to stop the transmission of coronavirus[9].

The Federal Capital Territory (FCT), Enugu, Lagos, Rivers, and Kano all had their international airports closed, according to announcements made by the federal government[10]. On the same day, the Nigeria Center for Disease Control (NCDC) declared that it had established a Coronavirus Group and was prepared to initiate an incident system in the event that any cases surfaced within the nation[11].

Following former President, late Muhammadu Buhari's creation of The Presidential Task Force on COVID-19 on March 9, 2020, in an effort to coordinate and supervise Nigeria's multi-sectoral intergovernmental efforts to restrict the spread and lessen the effect of the COVID-19 pandemic in country, it became crucial to have a favorable public perception and appropriate

behavior patterns about the health advocacy for the COVID-19 immunization through the media. With the introduction of human vaccination and its adoption by the federal and state governments of Nigeria, the World Health Organization (WHO) led the charge for a global solution to the COVID-19 threat. Encouraging all Nigerians to comply with international regulations and conditions became vitally important[12].

With the aim of curbing the spread of the COVID-19 pandemic, wide media campaigns were launched to raise public awareness and cultivate a positive attitude. These campaigns included disseminating information about the virus's cause, indicators, and potential preventive measures, such as vaccination, for proactive prevention. When it comes to changing behavior, governments have maintained that awareness that leads to knowledge is important[13]. Because attitudes affect attention, they also thought that behaviors may influence attitudes. Thus, views may affect how someone perceives things, which in turn affects how much information they can acquire. These three aspects of awareness- knowledge, attitudes and behavior have an active and occasionally mutual interaction with one another.

But even with all the efforts made by the federal and state governments to stop the COVID-19 virus from spreading, including laws requiring vaccination against the virus, a lot of people still appeared to be misinformed, confused and unaware of the issues surrounding COVID-19 management. Additionally, it was alleged that daily logs demonstrated that Nigerians were catching the illness via interacting with individuals in the nation's marketplaces. Consequently, Market women were among the key demographics because they were at a higher risk of occupational exposure due to crowded marketplaces that facilitated the spread of viruses. Focused studies on the acceptability and uptake of the COVID-19 vaccine among Nigerian market women should yield useful information to direct efforts to increase immunization rates in this crucial population[12].

Transferring a message from one point of contact to another is called communication, and it depends on a number of variables, including the sender, the recipient, the content, the medium, and the feedback. Informal and formal communication are possible[13]. Additionally, it might happen in a variety of ways, including written, spoken, nonverbal, visual, or auditory. Nonetheless, communication in an African community is generally a synthesis of social norms and customs that have been refined and assimilated into authentic traditional modes and systems that are practically accepted as standard operating procedures[14]. African societies use a variety of indigenous and culturally specific channels for communication, each with its own unique characteristics and methods of operation[14]. Because of their distinctive and recognizable characteristics, these native communication channels have endured in the context of human civilization, globalization, and the rise of mass media[15].

Countries all around the world have started using development communication for the sustainability and advancement of their societies out of need. Enhancing information exchange and creating favorable conditions for societal transformation are two goals that development communication helps actors and policy makers pursue as it focused, depending on the problem at hand, on improving people's quality of life and wellness using a variety of strategic communication techniques[8]. Individuals across the world turn to health communication for assistance when it comes to problems of health in order to survive. The breadth and consequences of phrases of significance and messages in contexts pertaining to health and health care are the main emphasis of health communication[16]. Health science, public health, and study of communication are all included in health communication.

Through the promotion of healthy behaviors and the advantages of making behavioral adjustments, health outreach educates the public about particular health concerns and helps them make judgments, choices, and actions that will improve their overall public health outcomes, advocating a position on a health issue or policy, arguing against misconceptions

about health, improvement of patient-provider dialogue and enhancement of effectiveness in health care teams[17]. However, if health communication must be effective, such should involve creation of resonating messages and the use of appropriate communication channel that would ensure engagement between the communicator and desired audience.

The mainstream media are the means of communication or the instruments by which data or information is delivered and stored[18]. The phrase describes several aspects of the public media communications sector, including publishing, photography, film, television and radio programming, print media, news media, digital media, and advertising[19]. Media campaigns are those organized runs of newspaper articles, TV shows, and other content with the goal of, depending on the situation, informing, educating, entertaining, and/or mobilizing the audience. Television, radio, recorded music, and cinema are examples of the mediums that broadcast media use to electronically deliver information.

Digital media functions via social media and the internet. Online media is distributed via email, websites, social media platforms, Internet-based radio, and television. Outdoor media transmit information via such media as advertising; billboards; blimps; billboards; placards or kiosks placed inside and outside buses, commercial buildings, shops, sports stadia, subway cars, or trains; signs; or skywriting[20]. Printing media, on the other hand, uses tangible items like books, comic newspapers, magazines, books, or pamphlets to convey information.

Public speaking and event planning are also examples of mass media[21]. A media campaign may raise public awareness, which can then influence public understanding and attitudes by educating the general public and disseminating information. Therefore, when looking for ways to ensure public awareness-knowledge, attitude, and compliance with COVID-19 vaccination rules among any group of individuals, like market women and the entire public by extension, there is a lot that can be accomplished through media campaigns.

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Gaining the confidence of market women through suitable communication media and strategies for awareness and the right attitude towards health information, such as vaccination regulations, remains a child of necessity and could promote broader vaccine acceptance.

Market women in Southwest Nigeria are the lifeblood of the region's economy, especially within the Yoruba community. Though Igbo, Edo, and Hausa women also play important roles, particularly in bustling cities like Lagos, Ibadan, and Akure[19]. These women are mostly self-employed, running small businesses in local markets where they sell everything from food to textiles to household goods. They range in age from their 30s to 50s, women of all ages are involved in market activities in the region. While many of them may not have formal education, they are knowledgeable entrepreneurs with strong business instincts and deep social networks that make them central figures in their communities. Through these networks, they not only influence transactions but also shape social attitudes and behaviors, making them key sources of information[18].

Despite their importance, market women are often left out of formal government communication. Their work in the busy, informal markets means they do not always have access to traditional media like radio or TV. Instead, they rely on word-of-mouth, community radio, and trusted voices like local leaders and health workers to stay informed. This reliance on informal communication channels highlights the need for government health messages to be delivered through these trusted figures in ways that resonate with their everyday lives. Past health crises, like the Ebola outbreak in 2014, showed that public health campaigns must be tailored to local communication styles and delivered by respected community members to be effective[19].

In Southwest Nigeria, pandemics are often understood through a cultural and spiritual lens. Many people turn to traditional healers, herbal remedies, and spiritual practices to address

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illness, believing diseases may be caused by supernatural forces or ancestral displeasure. During previous crises like Ebola, some people were slow to embrace medical interventions, preferring to rely on these traditional methods. Leaders in the community such as chiefs, elders, and religious figures played a crucial role in shaping how people responded to health measures like quarantine and vaccination[20].

It is against this backdrop that the role of media campaigns in determining market women's awareness, attitude, and compliance with COVID-19 vaccination regulations in Nigeria deserves a thorough investigation. Market women are in a good position to counteract harmful misconceptions by disseminating factual vaccination information since they are trustworthy people[21]. Furthermore, as markets serve as centers for community transmission, maintaining a high vaccination rate through effective channels and communication can provide market women with direct protection as well as indirect protection when they interact with other people or community members. Findings would help the government tailor policies and vaccination campaigns to the needs of market women[22].

This study is aposite and still relevant given the relative recency and nature of the COVID-19 situation. Cases rebounded during 2022-2023 driven by Omicron variants, exacerbated by minimal immunization coverage. Market women may face substantial risks of loss of livelihoods if infected with COVID-19. They also may harbor specific concerns about vaccines shaped by cultural beliefs, which research could clarify with effective targeted communication efforts. Surveying market women could illuminate barriers around vaccine access and motivations as well[13].

Hence, a targeted media campaign on the COVID-19 vaccination research among market women in Nigeria could provide information that would improve vaccine equality and epidemic control in the biggest economy in Africa. Research methodology and results have the

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capacity to increase public confidence in vaccinations and to inform policy decisions that safeguard the livelihoods and health of market women. Over the next five years, it will be important to watch Nigeria's developing outbreak since the knowledge obtained might help prepare for future outbreaks[22].

It is based on the foregoing that this study assessed media campaigns as determinants of market women's awareness, attitudes and compliance towards COVID-19 vaccination regulations in Southwest Nigeria.

1.2 Statement of the Problem

Five years on, Covid-19 Virus continues to circulate among human beings. Since the first COVID-19 case was confirmed in Nigeria through announcement in the media on the 27thFebruary, 2020, after an Italian national in Lagos tested positive of the virus, the Federal and State Governments across the country, embarked on media campaigns to create awareness in the public space to enhance the right attitudinal behavior towards compliance with the vaccination regulations believed to have the capacity to control the spread of (COVID-19) epidemic, through provisions of information about the cause and signs/symptoms of the virus.

However, despite concerted media campaigns on COVID-19 awareness, government's investment on vaccine, its administration and regulations, the level of vaccination among Nigerians remained considerably low, given the total of vaccine doses administered during the period, from the population of over two hundred million Nigerians. Throughout the outbreak in Nigeria in 2020, only 32.5% (69.2 million) Nigerians were fully vaccinated as at 30th, January, 2024 [3]. This arguably suggests that a non-appreciable number of the population complied with the COVID-19 vaccination regulation.

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This could suggest that most Nigerians, especially women who constitute the larger population and who are the pillars of the families and mothers of the Nation, while trying to fend for the homes by visiting the markets to buy or sell goods, product and services from the market places, could not get the vaccine and were possibly at higher risk of COVID-19 contraction with its consequences. This also leaves one in doubt, the effect media campaigns have in influencing vaccination among peculiar demography of the Nigerian society like the market women. Besides, the study became necessary since there is obvious paucity of previous studies interrogating the key issues embodied in the study's variables.

Hence, the study assessed media campaigns as determinants of awareness, attitude and compliance of market women towards COVID-19 vaccination regulation in Southwest Nigeria.

1.3 Aim and Objectives of the Study

The aim of this study was to investigate Media Campaigns as Determinants of Market Women's Awareness, Attitude and Compliance towards COVID-19 Vaccination Regulations in Southwest Nigeria.

The objectives of the study were to:

i. identify the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria.

ii. investigate the level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria as influenced by media campaigns.

iii. assess the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation.

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iv. evaluate the extent of compliance towards COVID-19 vaccination regulation among market women in Southwest Nigeria.

v. determine the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation.

vi. assess the relationship between media campaigns and attitude of market women towards COVID-19 vaccination regulation in Southwest Nigeria.

vii. investigate the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation.

viii. assess the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation.

1.4 Research Questions

The study sought to provide answers to the following questions:

i. What media campaigns were utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria?

ii. What was the level of awareness about COVID-19 vaccination regulation among market women in Southwest Nigeria?

iii. What was the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation?

iv. What was the extent of compliance towards COVID-19 vaccination regulation among market women in Southwest Nigeria?

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v. What was the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation?

vi. What was the relationship between media campaigns and market women's attitudes? towards COVID-19 vaccination regulation in Southwest Nigeria?

vii. What was the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation?

viii. What was the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation?

1.5 Hypothesis

Ho1: There was no significant relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulations.

Ho2: There was no significant relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulations.

Ho3: There was no significant relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulations.

Ho4: There was no significant combined relationship of media campaigns, awareness, attitude and compliance of market women towards COVID-19 vaccination regulations.

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1.6 Significance of the Study

Several possible benefits of a research evaluating media campaigns as predictors of market women's awareness, attitude, and compliance with COVID-19 vaccination rules in Southwest Nigeria include:

Women in the market: The research would enhance the awareness and understanding of the participating market women. They would most likely gain accurate information about COVID-19, vaccines, and regulations, and become empowered to make informed decisions about their health with the findings and recommendations of the study. The study can also improve market women's attitudinal behavior towards their health matters. The study may address concerns and dispel misinformation, potentially leading to more positive attitudes towards vaccination.

The findings might help improve marketing efforts to encourage women to vaccinate against COVID-19 and other potential viruses in the future: Furthermore, initiatives aimed at boosting market women's vaccination uptake could be informed by the study's findings and any obstacles to vaccination that may have been found. Communities: The study indirectly helps market women's communities by reducing transmission through higher immunization rates: Lower transmission rates within market settings protect other community members, especially vulnerable populations. Health systems: The study could lead to increased vaccination coverage and this would contribute to a more resilient health system better equipped to handle future outbreaks.

Policy makers: The study findings could inform policymakers in developing targeted interventions and tailoring future media campaigns to effectively reach market women and other groups with low vaccination rates. -Public health practitioners: The research could enhance their understanding of factors influencing vaccination hesitancy and compliance among market women, allowing policy makers to develop more effective outreach strategies.

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Researchers: The study would contribute to the broader body of knowledge about media campaigns, vaccine hesitancy and communication strategies and potentially informing future research in related areas.

Improving awareness and fostering positive attitudes towards COVID-19 vaccination may lead to increased vaccine acceptance and compliance. This, in turn, contributes to achieving higher vaccination coverage, which is essential for building strong immunity and controlling the spread of the virus within communities.

By providing empirical information on the efficacy of media campaigns in affecting awareness, attitudes, and compliance linked to COVID-19 immunization, the study would contribute to the body of scholarly material already in existence. This would further increase our knowledge of public health tactics and health communication in the setting of a global health emergency. Providing market women with appropriate information on the COVID-19 vaccine might improve their capacity to make decisions, including choosing between different healthcare providers. This empowerment may have a beneficial effect on the community's general health literacy and participation in public health programs, even beyond the specific setting of the research.

1.7 Scope of the Study

The research assessed media campaigns as determinants of awareness, attitude and compliance of market women towards COVID-19 vaccination regulations in Southwest Nigeria. This study focused specifically on the six states of Southwest, Nigeria which included Lagos, Oyo, Ogun, Osun, Ondo and Ekiti states and it does not extend its scope to other regions within Nigeria.

The independent variable in this study is the media campaigns designed and implemented to influence market women's awareness, attitude and compliance towards COVID-19 vaccination

regulations in Southwest Nigeria. The dependent variables in this study are market women's awareness, attitudes, and compliance towards COVID-19 vaccination regulations. Awareness refers to their knowledge and understanding of the vaccination regulations due to the media campaigns. Attitudes encompass their feelings, opinions and sentiments towards these regulations, potentially shaped by the media campaigns. Compliance, measures the extent to which market women adhere to the COVID-19 vaccination regulations as influenced by their awareness and attitudes fostered by the media campaigns.

These dependent variables are influenced by the independent variable, which is the media campaigns targeted at market women in Southwest Nigeria. The study aimed to examine how variations in the media campaigns affected market women's awareness, attitudes, and compliance towards COVID-19 vaccination regulations in the specified region. The scope of the research focused solely on these aspects and did not include broader economic, political, or historical factors related to COVID-19 vaccination regulations in Southwest Nigeria.

1.8 Limitation of the Study

The following were the various limitations in this study:

i. The study primarily focused on market women within a specific location, which may limit the generalizability of the findings to other geographical locations.

ii. The reliance on self-reported data through surveys and questionnaires can introduce biases, such as social desirability bias, where respondents may answer in a manner they perceive as more socially acceptable rather than their true feelings or experiences. This could potentially skew the understanding of actual market women's awareness, attitudes, and compliance with COVID-19 vaccination regulations.

1.9 Operational Definition of Terms

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Attitude: This refers to the adoption of a health-conscious behavioral pattern about the usage of different health care alternatives, such as vaccination in the case of COVID-19, or preventative measures.

Awareness: The deliberate exposure, acknowledgment, and comprehension of facts about oneself, other people, or the surroundings is known as awareness.

Compliance: Acting according to established norms, specifications, procedures, or the process of becoming such.

COVID-19: The human severe acute respiratory syndrome coronavirus (SARS-CoV-2) that was responsible for the fast spreading COVID-19 pandemic, was initially identified in December 2019 in Wuhan, China, in individuals exhibiting signs of viral pneumonia.

COVID-19Awareness: This is an individual's exposure and understanding about COVID-19, its transmission, symptoms, and preventive measures. The indicators for awareness of COVID-19 are Vaccine Eligibility and Vaccine Scheduling.

COVID-19 Attitude: This refers to a person's views and opinions about COVID-19 and suggested preventative measures. Vaccine Acceptance Index, Vaccine Confidence Index, Benefit Index, and Vaccine Safety Concern are the COVID-19 attitude indicators. **COVID-19 Compliance:** This refers to how closely a person complies with advised COVID-19 preventative measures. The following are the COVID-19 compliance indicators: Vaccination schedule adherence and COVID-19 vaccine uptake.

Market Women: Market women are any adult females who work in an unofficial capacity, often in a marketplace. A marketplace is a place where people congregate on a daily basis to buy and sell commodities, animals, and other necessities.

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Media Campaign: Media Campaign involves planned series of newspaper articles, television interviews, social media etc., that are intended to inform, educate, entertain and mobilize the mass public, as the case may be.

Vaccination: The administration of vaccines is called vaccination. A vaccine is a biological preparation that provides active acquired immunity to a particular infectious or malignant disease.

Covid-19 Vaccine: This refers to a preparation of inactivated SARS-CoV-2 virus that is administered to stimulate an immune response, with the aim of preventing COVID-19 disease, as approved by the national regulatory authority.

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Chapter Two

Literature Review

2.1 Conceptual Review

2.1.1 Concept of Awareness

The complex idea of awareness describes the condition of being aware of, knowledgeable about, and involved with certain facts or concerns. In the field of public health, awareness is essential in influencing people's comprehension and opinions about health treatments, especially when it comes to vaccinations. It includes a wide range of information, such as the availability of vaccinations, their advantages, safety profiles, and the laws dictating vaccination procedures[1]. The dimensions of Awareness include[1]:

1. **Knowledge of Existence:** At the most fundamental level, awareness is the understanding that vaccinations are available to protect against infectious illnesses, such as COVID-19. This basic information is crucial because without it, people are unable to make educated decisions on vaccinations[2].

2. **Recognizing Benefits:** Being aware involves more than just acknowledging; it also entails knowing the advantages of immunization. This includes wider population health benefits like herd immunity as well as individual health benefits like immunity to certain illnesses. Clear communication of these advantages is a must for successful media initiatives that aim to promote vaccination attitudes.[1]

3. **Safety Perceptions:** A major deterrent to immunization is frequently safety worries. Being aware entails knowing the safety procedures pertaining to the creation, authorization, and oversight of vaccines. This covers information on possible adverse reactions, the thorough testing vaccinations go through before coming on sale, and the continuous monitoring

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programs put in place to guarantee vaccine safety. By addressing these issues with focused communications, anxieties and misunderstandings can be reduced.

Being aware is the first step in making wise decisions, which is especially important when it comes to vaccinations. People are more likely to take part in healthy activities, including being vaccinated for themselves and their family, when they are knowledgeable about vaccinations. Conversely, a lack of awareness can lead to confusion, fear, and ultimately, vaccine hesitancy[2].

Strategic communication initiatives aimed at informing and influencing certain audiences are known as media campaigns[3]. They spread information using a variety of media, such as print, digital, radio, and television. Several reasons contribute to the efficacy of these initiatives in educating market women about the COVID-19 vaccination.

Channel Diversity: Reaching a larger audience is more likely when numerous media outlets are used. According to research, being exposed to a variety of media forms can raise awareness and influence behavior, especially when it comes to health-related situations[3].

Targeted Messaging: You may greatly increase awareness by crafting messages that speak to particular groups of people, such market ladies. Ads that target linguistic preferences, cultural attitudes, and socioeconomic variables have a higher chance of successfully engaging their target audience[4].

Influencer Engagement: Including dependable community members, such medical professionals and elected officials, may boost the effect of media efforts. These advocates have the power to debunk misconceptions and inspire trust in immunization, which will raise awareness[5].

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2.1.1.2 Factors Influencing Awareness on Market Women

In Southwest Nigeria, a number of variables affect market women's knowledge of the COVID-19 vaccination:

• Socio-Demographic Features: A person's age, degree of education, and socioeconomic standing might have a big impact on awareness. Higher educated women typically have greater awareness of health problems, including immunization[4].

Access to Information: Awareness is greatly influenced by the availability and accessibility of information. Market women who have greater access to trustworthy health information sources are more likely to be aware of the advantages and recommendations for vaccinations[2].

• Misinformation and Disinformation: A lot of false information about COVID-19 vaccinations is out there, which might make people less informed. For vaccination to be better understood and accepted, campaigns need to specifically address these myths[5].

There is little doubt that compliance with health standards and good attitudes regarding vaccinations are directly correlated with increased awareness. Research indicates that when people are aware of the advantages and security of vaccinations, they are far more likely to follow vaccination recommendations[2]. Consequently, increased vaccination rates among market women can result from successful media initiatives that raise awareness. The effectiveness of media initiatives to encourage COVID-19 immunization among market women in Southwest Nigeria is mostly dependent on awareness. These efforts may greatly raise awareness by utilizing a variety of media platforms, focused messaging, and local influencers. This will ultimately result in better attitudes and vaccine compliance. For the purpose of creating successful measures that connect with this important demographic group, it is imperative to comprehend the distinct socio-demographic aspects that influence awareness.

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Future studies have to concentrate on assessing how these programs affect vaccine uptake over the long run and how awareness affects health-related behaviors.

2.1.2 Attitude

An individual's predisposed state of mind regarding a value is precipitated through a responsive expression towards oneself, a person, place, thing, or event (the attitude object), which in turn influences the individual's thought and action. The most basic understanding of an attitude in psychology is that it is an emotional and mental construct that originates or indicates a person, their attitude how they react to something, or their own opinions on it. Attitude involves their mindset, outlook, and feelings[5]. As a complex state, attitudes are acquired through life experience.

According to the description, this hidden psychological construct is "the most distinctive and essential concept within modern social psychology." A person's current and past experiences can shape their attitudes. Strong attitudes, modifying mindsets, consumer behavior, and the connections between attitudes and conduct are important areas of research in the field of attitudes.

An attitude in social psychology is a judgment of an item that might be either positive or very negative. A mental state can be classified as either aware or unconscious based on an attitude. The majority of modern viewpoints on attitudes allow that individuals might be conflicted or ambivalent about an object by having both positive and negative opinions about it at the same time. The question of whether a person may have different attitudes toward the same thing has come up as a result of this[8]. Furthermore, attitude may be described as a collection of feelings or viewpoints on a person, location, or event[10]. Numerous variations of traits can be associated with an attitude, each one distinct in its own manner. Certain attitudes may be acquired from our parents through genetic transmission, according to researchers. Evaluations expressed as a

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liking for or opposition to an object can also be referred to as attitudes. Usually, words like like, dislike, prefer, or detest are used to describe this. People convey their views by saying things like "I hate bugs" or "I like to go hiking." These expressions can be positive or negative, depending on how they relate to the item.

Our perceptions of our own behaviors and distinctive qualities are significantly influenced by our attitudes. Similarly, attitudes may have a significant impact on an individual's behavior[9]. A state of mind can be a favorable or unfavorable assessment of individuals, things, occasions, pursuits, and concepts. According to a number of experts, an attitude is a consistent and unwavering manner of feeling, thinking, or perceiving other people, places, things, or occasions. It may be about a tangible or abstract topic[10].

On the other hand, there is disagreement on exact definitions. "In psychotherapy and counseling, the client's feeling of rejection or disapproval of the therapist or counselor"[11].When someone choose to react positively to a circumstance, they often view things more favorably and acknowledge that they are powerless to change the past. However, decisions made in the future can impact what happens next. These people typically focus on the positive aspects of circumstances rather than the negative ones. A person with a bad attitude is more prone to react negatively to circumstances and to reflect on past issues[12].

They get so consumed by the issue that they are unable to move past it. These people typically focus on the negative aspects of people and circumstances, find it difficult to see the positive aspects of events or situations, and dismiss the positive aspects. For example, attitudes are defined by Eagly and Chaiken as "a psychological propensity that is represented by appraising a specific thing with some amount of favor or disfavor." Generally speaking, affect (i.e., individual feelings or general arousal) is viewed as an evaluative framework that forms an attitude object, however it is frequently usual to characterize an orientation as affect to an

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object. Attitude may affect how one interprets, judges, and remembers information that is related to one's attitude as well as how one pays attention to attitude objects and uses categories to encode information[13]. These effects are often stronger for strong views that are easily accessed and grounded in complex, corroborating knowledge structures. The strength that results from the constancy of heuristics determines the influence's longevity and impact[14]. Even when someone has unrelated goals in mind, their attitudes can still influence how they encode information, pay attention, and behave.

2.1.2.1 Types of Attitude

1. **Introversion:** Individuals with an introverted attitude type have a propensity to turn inward. Additional attributes and features of introversion might be a propensity for more introspection and a love of solitude[15].

2. **Extroversion:** People with an extroverted mentality find it easier to direct their attention outward. Compared to introverts, extroverts prefer to connect with others more frequently and take their energy from them[14].

Carl Jung distinguished between two different interpretations of attitude. Introversion and extroversion are the two types of attitudes who also identified eight functions for attitude[15]. A person's ideas, opinions, principles, understanding, and other psychological components all influence their attitude. Each of these plays a multifaceted part in shaping an individual's mindset. Ideals, guiding concepts in life, or broad objectives that individuals work for are called values[16].

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2.1.2.2 Factors Influencing Attitude

i. Social: Individuals' behavior expectations in social circumstances, which are based on society standards, have an impact on social aspects.

ii. Family: Either a person develops a positive or negative behavior, it can be challenging to modify the influence of family on their attitude.

iii. Individual Experience: A person's unique encounters, knowledge, and skills gained through personal and professional activities. It is shaped by education, work, social interactions, challenges, successes, and personal development.

iv. Direction or Instruction: When someone receives direction or instruction, their attitude is influenced. For instance, being around a hazardous animal is interpreted as being bad and should be avoided, whereas fruit is interpreted as being palatable.

v. Prejudices: Prejudices can be directed toward people, things, or other things. They are impartial opinions that are made before all the facts are known.

vi. Media: Mass media plays a role in shaping individual's beliefs and opinions with the help of the radio, television, and social media.

vii. Religious: Religious and educational institutions have a strong influence on shaping attitudes.

viii. Educational institutions: Understanding and moral concepts are building blocks for educational institutions.

ix. Physical: Clinical psychologists have shown that all aspects of health play a significant role in attitude modification. Ailments like starvation, illnesses, and even mishaps can significantly disrupt the course of normal growth.

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x. Economic and Occupation: The formation of attitudes is influenced by both economic and occupational standing. This affects people's opinions about management and unions, as well as their perception of the goodness or badness of certain laws[17].

2.1.2.3 Functions of Attitude

1. Utilitarian: Individuals take on behaviors that benefit them and keep them out of trouble. Put another way, any behavior motivated by self-interest is regarded as having a utilitarian purpose. Property taxes, for instance, are paid by owners of condominiums. That's fulfilling a utilitarian purpose if it fosters the belief that "increases in property taxes are bad".

2. Expertise: Numerous investigations have demonstrated a correlation between elevated attitudes that impact behavior and improvements in knowledge[18].

The foundation of knowledge is made up of broad concepts and important values. Attitudes do this by ensuring that everything makes sense and fits together. People are able to preserve consistency and purpose in their worldview as a result. As an illustration:

• I think I'm a decent person, and I think good people get wonderful things in life.
• Bob experiences a negative event. Thus, I think Bob can't be a nice guy.

A person may decide that their attitude is incorrect if they are depending just on one knowledge dimension and that dimension isn't directly connected to their action objective[19].

3. Self-Defensive: This role employs psychoanalytic ideas, in which people use self-defense techniques to protect themselves from psychological harm. The techniques include reasoning, projection, suppression, and denial. The ego-defensive function is more likely to be activated by dissatisfaction or bad luck.

4. Value-Expressive: Essential principles that define our identity and principles shape our societal acceptance. People use their core values to define and understand the world. One

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illustration might be opinions on a contentious political subject. The majority of an individual's attitudes may be explained by their educational experiences. The basic theories behind attitude development are those of social learning, instrumental conditioning, and classical conditioning. In contrast to personality, attitudes are supposed to evolve with experience. Furthermore, a person's attitude formation process may be impacted by their exposure to the "attitude" items. This idea was known as the "mere-exposure effect." When exposed to "attitude objects" on a regular basis, humans were far more inclined to have a favorable attitude toward them than when they weren't. For an individual's attitude toward a stimuli to improve, only exposing them to it repeatedly will do[20]. Although it has been suggested that inherited factors might influence attitudes, some think they do so indirectly. Consistency theories, for instance, suggest that values and beliefs need to be compatible[21]. Twin studies are used, as with any kind of heritability, to ascertain if a given characteristic has a genetic foundation. Dissonance-reduction theory is the most well-known example of this type of theory. It states that when an individual's beliefs and behaviors conflict, they may modify one to align with the other (e.g., changing a belief to align with a behavior).

2.1.2.4 Attitude of Nigerians towards Health Information

Misinformation and erroneous judgments regarding Nigeria's healthcare systems have consistently resulted from the low incidence of knowledge about health and public knowledge about health concerns. Many Nigerians lack faith in medical professionals, and as a result, they frequently disregard healthcare recommendations at the risk of their own health. The unbreakable hurdles of language or culture prevent rural residents from comprehending and using healthcare information. For Nigerians raised in traditional ideas and traditions, modern medicine presents challenges[21].

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This is a significant issue for the Nigerian healthcare system. Many Nigerians' faith in the healthcare industry has been eroded by factors including financial and infrastructural mismanagement, corruption, and even a lack of openness among government officials. Nigerians' unrealistic expectations of the healthcare industry are also a result of incompetence and the glaring lack of compassion displayed by many healthcare professionals. In order to empower themselves, some Nigerians have also realized they must speak up and support healthcare decisions; yet, because there is no venue for them to do so, they retreat. Patients who lack faith in the healthcare system will be difficult to satisfy, which may result in them disobeying the recommendations of medical professionals.

Most of the time, this has a negative impact on health outcomes, and few people may be able to withstand the fallout. Additionally, there is a low degree of participation with the healthcare system. A lot of individuals think that getting better will be a collaborative process; they diminish health information that doesn't allow for direct involvement[22]. Cultural and religious views can have a significant impact on patients' decisions to seek medical attention or accept treatments, especially for those who live in rural or illiterate areas. This will negatively impact the potential effectiveness of healthcare interventions.

2.1.2.5 Emotion and Attitude Change

Persuasion may be used to alter attitudes, and reactions to communication constitute a significant area of study in attitude change[22].

Experimental studies on the following variables have been found to influence a message's persuasiveness:

1. Target characteristics: These pertain to the individual who receives and interprets a message. One such trait is intelligence - it seems that more intelligent people are less easily persuaded by one-sided messages. Another variable that has been studied in this category is

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self-esteem. Although it is sometimes thought that those higher in self-esteem are less easily persuaded, there is some evidence that the relationship between self-esteem and persuasibility is actually curvilinear, with people of moderate self-esteem being more easily more convincing than people with both high and low levels of self-esteem[23]. This process is also influenced by the target's mindset and disposition.

2. Source Characteristics: The primary attributes of the source are proficiency, reliability, and physical appeal. It has been shown that a crucial factor in this situation is the perceived message's legitimacy; for example, if someone reads an article on health and thinks it originated from a reputable medical publication, they may be more likely to be convinced than if they think it came from a mainstream newspaper. It's debatable if the sleeper effect exists. According to perceived wisdom, there is less chance of a sleeper effect when individuals are notified of a message's source prior to hearing it, as opposed to when they are told the message and then informed of its source[24].

3. Message Characteristics: One factor in persuasion is the message's character. It might occasionally be helpful to give opposing viewpoints in order to influence views. When individuals lack the motivation to comprehend the content, the quantity of arguments put out in a convincing message will impact attitude modification, so that more arguments will result in more significant attitude modification[25].

4. Cognitive routes: A message can influence a person's attitude by appealing to their cognitive assessment. The fundamental approach to persuasion involves providing the person with information and encouraging them to assess it in order to come to a conclusion that alters their perspective. The person is urged to look at the source rather than the content while taking the side path to changing their mindset. This is a common observation in modern celebrity-based

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advertisements. Experts, doctors, or physicians are utilized in certain situations. In other instances, the attraction of movie stars is used.

Influence, social influence, and attitude modification all include emotion. A large portion of research on attitudes focused on the significance of affective or emotional components. Emotion and cognitive, or reasoning, processes regarding a problem or circumstance go hand in hand. Political messaging, health programs, and advertising frequently use emotional appeals. Recent instances include health programs that discourage smoking and political campaign advertisements that highlight people's fear of terrorism. Affective, cognitive, and cognitive components interact to form attitudes and attitude objects. Associative networks, which are spider-like structures seen in long-term memory that comprise emotional and cognitive components, include attitudes[26].

It may be able to alter one's attitude by stimulating an emotional or emotion node, while affective and cognitive processes are frequently linked. With attitude correctness, which changes depending on how confident one is in the validity and accuracy of their attitudes, one may be able to modify their attitudes. A person's belief that people around them should have the same mindset is often correlated with their degree of confidence. The significance of attitude correctness is highlighted by the realization that others have similar views and that they are widely accepted in society[27]. Producing cognitive counterarguments in the resistance to persuasion and attitude change is more challenging in predominantly emotive networks. The concept of attitude clarity describes a sense of conviction or doubt over a certain attitude, which is reinforced by the act of disclosing one's specific attitude toward a problem or object, which solidifies that attitude.

Attitude change is also impacted by affective forecasting, commonly referred to as intuition or the anticipation of emotion. According to research, anticipating emotions plays a significant

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role in decision-making in addition to cognitive processes. Cognitive reasoning alone may not be as persuasive as an individual's feelings regarding a result. In terms of research methodology, the challenge for researchers is measuring emotion and subsequent impacts on attitude. Various models and measurement tools have been constructed to obtain emotion and attitude information. Measures may include the use of physiological cues like facial expressions, vocal changes, and other body rate measures. For instance, fear is associated with raised eyebrows, increased heart rate and increase body tension[27]. Other methods include concept or network mapping and using primes or word cues in the era.

2.1.3 Compliance

The state of conformity, or the process of conforming, is when something is in line with set rules or requirements. For instance, software may be developed in accordance with standards body-created specifications and then implemented by consumers' organizations in accordance with a vendor's authorization terms. The meaning of conformance can also include initiatives to guarantee that businesses are following government laws and industry regulations[28].

2.1.3.1 Compliance in the Health Sector

In the context of the COVID-19 pandemic, compliance in the health sector refers to people following the rules, policies, and recommendations established by government and health authorities, as well as healthcare professionals and communities.

In order to stop the virus from spreading, safeguard the public's health, and make sure healthcare systems run smoothly, compliance with this requirement is essential[29]. Consequently, during the COVID-19 pandemic, compliance in the health sector is demonstrated by the following:

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Public Adherence to Preventive Measures: Compliance is the act of people regularly donning masks in public areas and adhering to guidelines designed to minimize the spread of respiratory droplets .In order to avoid close contact and slow the spread of the virus, it is imperative that people follow the rules regarding physical distance in public spaces. People who use hand sanitizers or wash their hands according to recommended guidelines help lower the risk of infection.

Testing and Reporting: If a person shows symptoms or has had close contact with a confirmed case, they should consider getting tested for COVID-19. Following testing guidelines aids in the early identification and isolation of cases. In order to effectively manage cases and trace contacts, healthcare providers and laboratories are essential in promptly reporting test results to public health authorities.

Healthcare Workers' Compliance with Procedures: In order to prevent infection, spread to patients and staff, healthcare workers are required to adhere to strict infection control protocols in healthcare settings. To protect patients and healthcare personnel, it is essential to follow instructions on how to use personal protective equipment (PPE), such as masks, gloves, and gowns.

Immunization Schedules: Distribution and Administration of Vaccines: In the healthcare industry, compliance refers to the effective distribution and administration of COVID-19 vaccinations in accordance with established priorities. Healthcare professionals play a role in monitoring and reporting any adverse events related to vaccinations, contributing to the ongoing evaluation of vaccine safety.

Communication and Education: The public, medical professionals, and other participants must be informed of policies, suggestions, and updates in a clear and effective manner by health authorities. The goals of community engagement programs and public health campaigns are to

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address concerns, debunk myths, and inform people about the significance of adhering to health precautions.

Policy and Regulatory Compliance: It's critical to follow the rules and guidelines established by governmental health organizations. This covers quarantine regulations, travel restrictions, and lockdown protocols. Rules pertaining to patient care, infection prevention, and resource distribution during the pandemic must be followed by healthcare institutions.

Monitoring and Enforcement: Health authorities are able to make well-informed decisions and efficiently allocate resources when they continuously monitor COVID-19 trends, testing rates, and healthcare capacity. Governments may impose penalties for failure to wear masks or limits on public gatherings in order to enforce compliance[28].

International Cooperation: Global efforts are also being undertaken to ensure compliance, with nations working together to exchange data, research results, and resources in order to coordinate a coordinated response to the pandemic.

In summary, compliance in the healthcare sector during the COVID-19 pandemic is a complicated concept that involves individual, competent, and institutional adherence to established guidelines and regulations. To lessen the virus's effects and safeguard public health, effective communication, education, and teamwork are necessary[29].

2.1.3.2 Compliance Level in the Health Sector

It has been shown that following recommended precautions reduces the chance of coming into contact with bodily fluids, including blood30. But occasionally, a high percentage of non-compliance is seen among healthcare workers, which may be connected to a lack of knowledge about the proper application of protective barriers by healthcare practitioners[31]. Medical professionals' and nurses' noncompliance is also associated with ignorance, a heavy workload,

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forgetfulness, workplace safety, and insights that coworkers did not share. Healthcare professionals' noncompliance may stem from their belief that adhering to universal precautions requires more effort, and that day-to-day clinical pressures make it impossible to accommodate certain equipment and/or procedures[32].

The absence of sufficient personal protective equipment is the main factor influencing the adoption of universal precautions. Additional factors that demonstrate an important impact ($p < 0.05$) between physicians and nurses include negligence, the emergency nature of the procedure, the absence of universal precautions guidelines, a lack of water supply, the patient's perception that they are not at high risk of blood-borne pathogens, time constraints, and the interference of universal precautions equipment with technical skills. Despite having similar training, healthcare professionals may behave differently depending on how they perceive risks[33].

Healthcare professionals cite an array of reasons for not taking universal safeguards, including habit, lack of time, disruptions to operations, discomfort with protective clothing and footwear, shortage of supplies, recklessness, cost concerns, unanticipated body fluid contact with one another, and the risk of making patients anxious[34]. It is not always the case that worker training protects against occupational exposure. This could be because there aren't always enough resources for ongoing safety informationthat trainings are primarily theoretical rather than practical, or that knowledge does not always translate into precautionary measures in practice[35]. Low patient satisfaction can also be caused by an unfavorable environment in the healthcare facility, such as a lack of continuously flowing water or a shortage of personal protective equipment (PPE) to safety precautions.

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2.1.3.3 Relationship between Awareness, Attitude and Compliance

It's been said a lot that having more knowledge can result in adopting positive attitudes and, eventually, good practices. To change one's behavior, one must first acquire knowledge. "Attitudes influence attention; behaviors can influence attitudes. Therefore, attitudes can affect how someone perceives things, which in turn affects how much knowledge they learn. These three dimensions'knowledge, attitudes, and behavior have a dynamic, occasionally reciprocal relationship. "A learned predisposition to think, feel, and act in a particular way towards a given object or class of objects" is the definition of attitude[36]. As a result, attitudes are the result of intricate relationships between values, feelings, and beliefs. Improving attitudinal change in the healthcare sector can be difficult but many changes can be made regardless:

Awareness and Orientation Campaigns: In order to improve patients' knowledge and comprehension of healthcare and the significance of obtaining professional medical care from licensed professionals, patients must participate in awareness and orientation campaigns[37]. The government ought to provide healthcare services, particularly health insurance programs that enable underprivileged patients to receive professional medical care regardless of their financial situation.

Additionally, patients are urged to pay attention to information about medical facilities when they have access to them. Personalized communication strategies will also be effective because patients will receive pertinent information when health messages are customized to suit their needs and preferences.

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2.1.4 Understanding COVID-19

The SARS-CoV-2 virus is the infectious agent that causes coronavirus disease (COVID-19)[38]. The majority of virus-infected individuals recover from mild to moderate respiratory problems without the need for special care. Some, though, suffer from severe illness and need medical care. Serious illness is more likely to strike the elderly and those with underlying medical conditions such as diabetes, cancer, cardiovascular disease, or chronic respiratory diseases. A small percentage of COVID-19 cases result in death or severe illness at any age[39]. After emerging as the fifth known pandemic since the 1918 flu pandemic, the novel human coronavirus illnesses 2019 (COVID-19) was first identified in Wuhan, China, in 2019. It then spread throughout the world.Almost two years after COVID-19 was first discovered, in September 2021, there had been over 200 million confirmed cases and over 4.6 million fatalities from the virus. Here, we examine the history of COVID-19 in detail, covering events from the first case to the present global immunization campaigns that aim to stop the disease's spread[40].

i. The first reported case and the initial reaction to COVID-19: On December 31, 2019, the World Health Organization (WHO) received reports of pneumonia cases in Wuhan, China, for which there was no established cause. This marked the beginning of the official COVID-19 cases[41]. The Chinese authorities determined that the cause of these situations was a novel coronavirus, which they temporarily named 2019-nCoV, on January 7, 2020.

A few weeks later, on January 30, 2020, the WHO designated the quickly expanding COVID-19 pandemic as an Emergency in Public Health of International Concern. But it wasn't until February 11 of the following month, on the 11th, that the new coronavirus was officially named COVID-19. Nine days later, the US Centers for Disease Control and Prevention (CDC)

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confirmed the first person to die of COVID-19 in the country. The individual was a man in his fifties who lived in Washington State[39].

- **Declaring COVID-19 a pandemic:** During the initial months of COVID-19, public health experts, government organizations, and global health authorities were uncertain about the disease's spread and potential effects on daily life[72,73,74]. The UN made $15 million available to support the worldwide COVID-19 response on March 1, 2020. On March 7, one week later, COVID-19 cases surpassed 100,000. A few days later, on March 11th, the WHO declared COVID-19 to be a pandemic. Almost overnight, COVID-19 went from being a serious issue that seemed to be limited to China to a worldwide health emergency. The WHO designated the disease caused by SARS-CoV-2 as COVID-19, an acronym that stands for "coronavirus disease 201975." "The moniker was selected to prevent stigmatizing the virus's geographic, demographic, or animal-related ties"[42]. Having implemented previously unheard-of measures to contain the virus, the predicament in Wuhan had by now become more diffuse. There were thousands of new cases reported daily in China at the start of the outbreak, but by March, there were only a few dozens. In another way, cases were increasing quickly throughout Europe every day, with Italy reporting a novel 250 deaths in the 24 hours between March 12 and March 13. As a result, the WHO announced on March 13th that the pandemic's epicenter was now in Europe. The US declared a state of emergency on the same day[43].

ii.**Race to develop a Vaccination:** Strict controls were imposed globally to combat the pandemic. March saw the implementation of travel bans, social distancing measures, and hand-washing instruction guidelines. Nevertheless, scientists realized that in order to stop the pandemic, a vaccine would need to be created, and on March 17, 2020, the Moderna mRNA vaccine will start its first COVID-19 human vaccine trials. Previously, it was anticipated that these steps would only slow the virus's spread. It was evident that the initial limitations were

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insufficient to halt the COVID-1944 pandemic. Soon after, most regions tightened their restrictions, and on March 26th, the UK implemented a stay-at-home mandate.

Around this time, a number of European nations imposed their own national lockdown. Global COVID-19 cases reached a record 1 million by April 2nd[45]. Governments attempted to delay the virus's spread until a vaccine could be approved for use as a result of this statistic, which revealed the true severity of the pandemic. The World Health Organization (WHO) published guidelines on mask use on April 6th, as mounting data started to show how important aerosols were in the disease's transmission[46].

iii. **New Variants Change the course of the Pandemic:** Due to the limitations their citizens had to face in order to stop the virus from spreading, many countries saw a decrease in cases, admissions to hospitals, and fatalities during the summer. But in August 2020, at the end of summer, the Lambda variations was found for the first time in Peru. According to the WHO, this variation has now spread to at least 29 countries.

The Alpha variant was discovered for the first time in the UK in September 2020, one month later. These variants were important to find because they indicated that the virus was changing. Consequently, the course of the disease and its symptoms were evolving.

Evidence has shown, for example, that the Alpha variant may pose a heightened risk of poor COVID-19 outcomes.With the emergence of these new variants, cases of COVID-19 began to rise again in many countries and by the 29th of September 2020, there had been 1 million COVID-19 deaths.

As of 6:14 p.m. Central European Time on February 3, 2023, the WHO Coronavirus (COVID-19) Global Dashboard indicates that 754,018,841 confirmed cases of COVID-19, which includes 6,817,478 deaths, had been reported to the organization. As of January 31, 2023, 13,168,935,724 doses of vaccines had been given.[47].

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2.1.4.2 COVID-19 in Nigeria

The severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) that causes the COVID-19 pandemic in Nigeria is a component of the global coronavirus disease 2019 pandemic (COVID-19). On February 27, 2020, it was announced that an Italian national in Lagos had tested positive for the virus, marking the first case in Nigeria that has ever been verified[48]. In Ewekoro, Ogun State, on March 9, 2020, a second virus case involving a Nigerian national who interacted with an Italian national was reported[49].

In a nation of more than 200 million people, the impact of the virus in Nigeria has been notably understated globally, with just under 255,000 confirmed cases; nonetheless, compared to other nations, far fewer tests have been conducted for the virus in Nigeria. But there have only been a few deaths (3,143). This has been attributed to a number of factors, including a warmer climate, younger populations (fewer nursing home residents), quicker government reactions, and most importantly experience handling recent epidemics like the Ebola virus, which most Western nations lacked[32].

National Activities/Experiences: In an effort to stop the coronavirus from spreading, the federal government of Nigeria gave its citizens assurances on January 28, 2020, that it was prepared to bolster security at the nation's five international airports. The airports in Enugu, Lagos, Rivers, Kano, and the FCT were announced by the government[32]. On the same day, the Nigeria Center for Disease Control declared that they had already established a coronavirus group and were prepared to initiate their incident system in the event that any cases were detected in Nigeria[33].

The federal government of Nigeria established a Coronavirus Preparedness Group on January 31stin response to the COVID-19 pandemic's developments in mainland China and other nations across the world. The group's goal is to lessen the virus's potential to spread to Nigeria.

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The World Health Organization designated Nigeria and 13 other African nations as high-risk for the virus's spread on the same day[35]. On February 26, a Chinese national showed up at the Lagos State administration because he might have coronavirus infection.

After testing negative, he was admitted to Reddington Hospital and released the next day[35]. From January 3, 2020, to February 3, 2023, at 6:14 p.m. CET, there were 266,463 confirmed cases of COVID-19 in Nigeria, along with 3,155 deaths. As of January 8, 2023, 108,052,995 vaccination doses had been given; 266,463 cases had been confirmed; and 3,155 deaths had occurred[36].

2.1.4.3 Establishment of the Nigeria's Presidential Task Force on COVID-19

On March 9, 2020, the former President,late Muhammadu Buhari formed the Presidential Task Force on COVID-19 to supervise and manage Nigeria's multi-sectoral intergovernmental efforts to stop the pandemic's spread and lessen its effects within the country[37]. The following directives were assigned to the Task Force:

i. Assist the National Emergency Operations Center (EOC) at the NCDC and other Ministries and Government Agencies engaged in response activities by providing general policy direction, guidance, and ongoing support. Ensure that these entities are coordinated towards a single set of national strategic objectives[38].

ii. Make it possible to implement the following outbreak control priorities at the federal and state levels:

• Safe and effective treatment facilities to guarantee the ability to control outbreaks

• Organizing State and National Emergency Operation Centers

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• Reaction supplies for case management, control and prevention of infections, testing, etc.

• Public education and awareness campaigns about preventative strategies and response actions

• Diagnostic facilities and methods of implementation

iii. Review and make approval recommendations for implementing country-wide or regional non-pharmaceutical interventions if and when needed; such as school closures, suspension of large gatherings, implementation of social distancing, flight limitations etc.

iv. Make suggestions on how local and state governments can improve their capacity for readiness and raise the necessary funds, materials, and manpower from both inside and outside the nation to ensure successful state and national level preparedness.

v. Establish objectives, track their progress toward meeting the requirements for a satisfactory performance, and utilize this information to advise the President on the overall strategy for the country's response to COVID-19.

vi. Organize Nigeria's interactions with international organizations, bilateral and multilateral bodies of other nations, in order to exchange knowledge, best practices, and technical support.

vii. Inform the public of any strategic developments pertaining to Nigeria's response, as well as any new information about preparedness and reaction.

Functional Areas: The Presidential Task Force has the following areas of functions that execute its objectives:

i. PTF National Pandemic Response Center (NPRC) Coordination

ii. Epidemiology and Surveillance

iii. Risk Communication and Community Engagement

iv. Laboratory

v. Security, Logistics & Mass Care

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vi. Points of Entry

vii. Resource Mobilization

viii. Infection, Prevention and Control

ix. Research

x. Case Management

xi. Finance Monitoring and Compliance

Within PTF, a National COVID-19 Response Centre (NCRC) was established in order to effectively carry out the mandate of the PTF[39]. Under the direction of the PTF's National Coordinator, the NCRC assures appropriate efficiency and synergy by coordinating the resources, multi-sectoral, and multilateral actors' efforts, and offering strategic advice. In order to accomplish this, the NCRC created a thorough National COVID-19 Multispectral Pandemic Response Plan. This plan acted as a guide for a coordinated national response to the COVID-19 pandemic[40].

The Presidential Taskforce on COVID-19 members were Mr. Boss Mustapha (former Secretary to the Government of the Federation) – Chairman, Dr. Sani Aliyu – former National Coordinator; Dr Osagie Ehanire – former Hon. Minister of Health; Mr. Rauf Aregbesola – former Hon. Minister of Interior; Sen. Sirika Hadi – former Hon. Minister of Aviation; Hajia Sadiya Umar Farouq – former Hon. Minister of Humanitarian Affairs, Disaster Management and Social Services; Malam Adamu Adamu – former Hon. Minister of Education; Alh. Lai Mohammed – former Hon. Minister of Information and Culture; Dr. Mohammad M. Abubakar – former Hon. Minister of Environment; Alhaji Yusuf Magaji Bichi – former Director-General, State Services; Dr. Chikwe Ihekweazu – former Director-General, Nigeria Centre for Disease Control; Dr Fiona Braka - WHO Country Representative[41].

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2.1.4.4 COVID-19 Vaccination

Record time was spent developing COVID-19 vaccinations[42]. The Pfizer and BioNTech vaccines were shown to be over 90% effective in trials on November 9; a week later, on November 16, the Moderna vaccine was also shown to be effective. The efficacy of AstraZeneca COVID-19 and the University of Oxford was demonstrated one more week later on November[23]. The Delta variant was later found in December in India for the first time. Many governments were compelled to partially reinstate lockdown measures due to growing concerns about the variants' possible increased transmissibility, which was stoked by an increase in cases in some countries, including the UK.

Finally, the Pfizer/BioNTech vaccine became the first to be accessible for use on December 31, 2020, when the WHO issued the first validation for emergency use of a COVID-19 vaccine[23]. A critical step toward ensuring that COVID-19 vaccines are accessible everywhere and that the pandemic is brought to an end is the emergency validation. Since then, nationwide vaccination rollout programs have kicked off in full swing and the Oxford/AstraZeneca vaccine and the Modern vaccine have also been approved for use. One billion doses of the COVID-19 vaccine had been given out as of April 27, 2021. To contain the pandemic and stop such outbreaks in the future, vaccination programs must be implemented consistently throughout all nations[43].

In general, vaccinations are an easy, secure, and reliable approach to shield individuals from dangerous diseases before they are exposed to them. Being aimed at shielding people from dangerous diseases, it is preventive in character.

A biological preparation known as a vaccine offers active acquired immunity against a specific infectious or cancerous disease[43]. Vaccine efficacy and safety have been thoroughly investigated and confirmed[44]. A vaccine is usually composed of weakened or killed versions

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of the pathogen, its toxins, or one of its surface proteins. It usually contains an agent that mimics a disease-causing microorganism. In addition to destroying the agent itself, the agent prompts the immune system to identify and eliminate any associated microorganisms that the body may come into contact with in the future.

Vaccines can be therapeutic (to treat an illness that has already developed, like cancer) or prophylactic (to stop or lessen the effects of a future infection by a natural or "wild" pathogen). Certain vaccinations provide complete sterilizing immunity, which totally prevents infection[45].

Vaccination is the process of administering vaccines. Immunization is the best way to avoid contracting infectious diseases. The global elimination of smallpox and the containment of diseases like polio, measles, and tetanus in many parts of the world are primarily attributable to the broad immunity that vaccination has produced. As of right now, licensed vaccines are available for twenty-five different preventable infections, according to the World Health Organization (WHO)[46].

Variolae vaccinae, or cow smallpox, is the source of the terms vaccine and vaccination. The word "vaccine" was coined in 1798 to investigate the protective properties of the Variolae vaccine, also known as the "cow pox," against smallpox. It was suggested in 1881 that the terms be expanded to include the newly developed preventive vaccinations at the time.

Vaccinology is the scientific study of vaccine creation and manufacturing. Vaccines are a very secure and successful way to prevent and eradicate infectious diseases, according to a vast body of scientific evidence[46]. Vaccine agents are recognized as foreign by the immune system, which then "remembers" and eliminates them. The body is ready to react to virulent agents by first neutralizing the agent before it enters cells and then identifying and eliminating infected cells before the agent multiplies to enormous quantities. This is because the body recognizes the protein coat on the virus.

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Nonetheless, there are restrictions on how effective they can be. Attenuation, vaccination schedules, or administration issues are among the vaccine-related causes of protection failures that can occur occasionally[47]. Failure may also be due to host factors, such as insufficient or nonexistent immune system response. An estimated 2-10% of people experience host-related lack of response, which can be attributed to a variety of factors such as age, health, nutrition, immune status, and genetics. X-linked agammaglobulinemic is one type of primary immunodeficiency disorder that leads to genetic failure. In this condition, the host's immune system is unable to produce antibodies against a pathogen due to the lack of an enzyme necessary for B cell development[48].

The immune system's various pathways are involved in the dynamic processes of host-pathogen interactions and infection responses. It takes a host 1-2 weeks to fully develop adaptive immunity, whereas the body's innate immunity can be triggered in as short as twelve hours. The host is remains vulnerable to infection during that period49. Depending on the type of antibody involved, antibodies can boost immunity in a variety of ways once they are created. Since different strains of the pathogen may be differently vulnerable to a given immune reaction, their success in clearing or inactivating a pathogen will depend on the quantity of antibodies produced and the effectiveness of those antibodies at countering the strain in question. Vaccines may not always produce full or permanent immunity; instead, they may produce temporary immunity, which waned with time, or partial immunity, which is less effective than full immunity but still lowers risk of infection. They can nevertheless have a significant effect and raise the population-wide threshold for reinfection50. They can also lessen the intensity of the infection, which can have a variety of positive benefits, including a quicker rate of recovery from sickness, a decreased rate of morbidity, and a lower death rate. This tendency, called immunosenescence, occurs when older people frequently

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respond less than younger ones. Adjuvants commonly are used to boost immune response, particularly for older people whose immune response to a simple vaccine.

2.1.4.5 Efficacy or Performance of Vaccine is dependent on the following factors:

i. The illness itself (vaccination works better for some disorders than for others) the vaccination strain (certain vaccines are especially effective against, or specific to, specific strains of the illness)[52].

ii. Has the immunization schedule been appropriately followed?

iii. An eccentric reaction to immunization; certain people are "non-responders" to specific vaccinations, which means that even after receiving the recommended dose of shots, they do not produce antibodies.

iv. A variety of elements, including age, race, or genetic tendency. In the unlikely event that a vaccine recipient contracts the disease they were protected against (breakthrough infection), the illness is probably less severe than in unprotected cases[52].

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2.1.4.6 Important Considerations in an Effective Vaccination Program

i. Meticulous modeling to predict the medium- to long-term impact of an immunization campaign on the disease's epidemiology[53].

ii. Continued monitoring for the pertinent illness once a new vaccine is introduced. iii. Sustaining high vaccination rates even in cases where a disease has declined in frequency. There were 552 fatal measles cases out of 763,094 infections in the US in 1958. After the introduction of new vaccines, the number of cases dropped to fewer than 150 per year (median of 56) 129. There were 64 possible cases of measles at the beginning of 2008. Just 13% of those infections were indeed contracted outside the borders of the US; 63 of the 64 people either knew they had received a measles vaccination or were unsure if they had[54]. Of those cases, were linked to importation from another nation[54].

One of the most contagious and fatal illnesses in mankind, smallpox, was eradicated as a result of vaccinations[30]. Thanks to extensive immunization campaigns, other illnesses including polio, typhoid, chickenpox, measles, mumps, and rubella are far less common than they were a century ago. It is far more difficult for a disease outbreak to start, much less spread, when the great majority of individuals are immune. Herd immunity is the term for this effect. Because polio can only spread between humans, a massive eradication drive has limited the spread of endemic polio to three countries: Pakistan, Nigeria, and Afghanistan[55].

Unfortunately, misinformation, cultural misunderstandings, and the challenge of reaching every child have made it necessary to repeatedly miss the scheduled eradication date. Additionally, vaccinations aid in halting the emergence of antibiotic resistance. For example, vaccination programs have significantly decreased the prevalence of illnesses resistant to penicillin or other first-line antibiotics by lowering the incidence of pneumonia caused by Streptococcus pneumoniae[56].

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2.1.5 Concept of Health Communication

In health promotion campaigns, medical instruction, and doctor-patient interactions, for example, healthcare communication is the science and practice of conveying promoting health information. By enhancing health literacy, the dissemination of health information aims to impact individual health decisions[56]. Within the healthcare industry, health communication represents a distinct niche whereby practitioners can employ communication tactics to educate and sway public opinion in order to promote better health. Research on health communication aims to improve communication techniques to educate people about ways to improve health or prevent particular health hazards since effective health communication must be suited for the audience and the situation. Within the academic field of communication studies, health communication is a discipline[57].

Health communication may variously seek to:

a. raise consumers' knowledge and awareness of a medical condition;

b. affect attitudes and behaviors toward a health issue;

c. exhibit healthy behaviors;

d. illustrates how changing one's behavior can improve public health outcomes;

e. advocate for a position on a policy or health issue;

f. raise demand or support for health services;

g. refutes health-related myths;

h. strengthen communication between patients and providers;

i. boost efficiency in medical teams.

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Research in the field of health communication focuses on the applicability and consequences of meaningful expressions and messages in contexts related to health and medical care[58]. Health communication is a multidisciplinary topic of study that includes communication studies, public health, and medical science. When the National Health Council held a National Health Forum in 1961 to address issues with health information communications, the phrase "health communications" was first used. The phrase was once more used in 1962 in connection with a symposium on health communication that Surgeon General Luther Terry hosted to talk about different methods of disseminating health information to the general public[58]. Members of the International Communication Association (ICA), an interest group, coined the term in 1975. The creation of persuasive health messages, the distribution of health-related information via print, broadcast, and electronic media, and the significance of interpersonal interactions in health are the main topics of health communication study. The concept of health and its emphasis are central to all of the communication. Finding and offering improved and more successful communication tactics that will enhance society's general health is the aim of health communication research.

However, the main factors influencing the effectiveness of a health campaign are its audience's response, the message's quantity and quality, the channels used for distribution, and the overall communication landscape. It is plausible that certain messages may be received more favorably by an audience than by another. The success of the health campaign can be influenced by the media outlet and the audience's method of receiving the message. Additionally, with backgrounds in research, strategic planning, and effectiveness evaluation, health communication specialists receive specialized training in techniques and strategies for effectively communicating public health messages[59]. Health communication experts and practitioners are frequently educated in fields like sociology, psychology, public health, communication studies, or medicine before specializing in either communication or health

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within their respective fields. Practitioners are pragmatic and include ideas from professional domains including marketing, business, education, and law, as well as social-scientific literature and theories[60]. Health communication specialists have a great deal of job mobility and access to a broad range of employment options in the private, public and voluntary sectors.

While the American Public Health Association classified health communication as a branch of public health education and health promotion60 in 1997, the International Communication Association officially acknowledged health communication in 1975. Health communication professionals are uniquely trained to conduct communication research, develop successful and repeatable campaigns for health promotion and advocacy, and assess the efficacy of these strategies for future campaigns. Career options in the field of health communication are broad and span the public, private, and volunteer sectors[61]. Effective communication is a prerequisite for good public health management at all levels of the ecological model, including group, organizational, intrapersonal, and societal. Each situation of health communication requires careful consideration of the optimal channel to use in order for messages to reach the intended audience. Channels include face-to-face contacts, television, the Internet, and other mass media. Health communication takes place in a wide range of social and cultural contexts, such as homes, schools, workplaces, and doctor's offices. Messages must take into account the audience's varying levels of health literacy and education as well as demographics, values, socioeconomic issues, and a host of other variables that may have an impact on effective communication[62].

Creating a customized health message is one method of effective health communication[63]. Health communication experts need to compile a superior and audience-appropriate collection of information that targets demographic segments in order for health communication messages

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to reach specific audiences properly and swiftly. For information to be delivered effectively, it is essential to understand who the audience is.

The healthcare industry and a patient's subsequent health suffer from the conundrum of communication. Oral speaking, voice, tone, nonverbal body language, listening, and other skills are all part of communication. It is a process by which interpersonal interactions lead to a shared understanding. The way a patient communicates with their medical staff and vice versa influences how their health turns out. Strong, clear, and positive relationships with physicians can chronically improve and increase the condition of a certain patient. This can be effectively accomplished using two methods: the biological model and the biopsychosocial model. There is evidence that over time, communication and its customs have changed. Thanks to numerous new discoveries and developments in the technology industry, communication has significantly improved and is now instantaneous.

Communicators must constantly integrate information from a variety of other academic fields, such as psychology, behavioral sciences, and marketing. Professionals can select from a range of communication techniques and strategies to determine which would best deliver their message after gathering this data. Campaigns, media advocacy, entertainment advocacy, new technology, and interpersonal communication are some of these strategies[63]. Undoubtedly, campaigns for health communication are the most popular and successful means of disseminating public health messages, particularly when it comes to supporting the prevention of diseases like cancer and HIV/AIDS as well as overall well-being promotion and wellness like family planning and reproductive health[64]. The source also listed the following procedures for creating and carrying out a health communication campaign:

a. Examine background data to identify the nature of the issue and those it affects;

b. Establish communication goals and suggest a course of action to achieve the desired result.

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c. Examine the target audience's interests, attitudes, habits, advantages, and disadvantages.

d. Choose communication channels and materials based on what will reach audiences the most effectively.

e. Create and pretest message concepts to gauge comprehension, acceptability, and response.

f. Establish communication with the chosen audience and track message exposure and response.

g. Determine whether adjustments are necessary and assess the campaign's impact and efficacy[65].

2.1.5.1 Techniques for Sharing Healthcare Awareness

There are definite approaches one can use in expanding awareness of healthcare information amongst patients[64].

Table 2.1: Approaches for Expanding Awareness of Healthcare Information amongst Patients

Communication	Potential Approaches
Creating customized communications (using conceptually or based on research algorithms, which are typically computer driven) and delivering them using a range of methods are the steps involved in the multistep, multidimensional process of tailoring. It begins with an assessment of each individual's characteristics. appropriate tactics and avenues. Subject matching, customization, and feedback are the three primary tailoring tactics that are frequently combined and can all be included in a single message.	• Computerized database of messages that can be combined in response to answers to preprogrammed questions asked of an individual • Electronic algorithm to design messages based on individual input regarding a limited number of questions • Efforts to target messages to the status of persons with respect to the main theoretical determinants of the behavior of interest (knowledge, result expectancies, normative attitudes, efficacy, and/or skills). • Incorporating recognizable aspects of participants to convey (implicitly or explicitly) that the messages are specifically designed for them. This goes beyond a customized letter like

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	"Dear Jane." • Providing messages to participants about their psychological or behavioral states. Individualized feedback may have then been provided synchronously (e.g., via chat, telephone, or face to face) or asynchronously (e.g., via e-mail or a discussion board or by postal mail).
Message targeting: Also known as audience segmentation, targeting is creating an intervention strategy for a certain demographic subset that takes into consideration attributes. that are shared by the group (e.g., age, sex, race, ethnicity, spoken language). Once a group is segmented the Messages must to be created with the target group's maximum effectiveness in mind.	• Targeting can be achieved by adjusting the language, images, music, or topic of behavior to make the communication more engaging for particular demographics.
Utilizing narratives: "Story-like prose pieces that focus on developing one example of an event, offered in either the first or third person, and that include appealing detail, characters, and some plot." Stories provide a model for imitation and education through the settings and characters they feature.	• Anecdotes, case studies, testimonies, personal narratives, and experiential sharing (such as a first-hand description of a person's experience giving an organ to a sibling). • Photo novellas and entertainment education (e.g., discussing a topic in a soap opera plot)
Framing the message: Presenting the matching evidence/information in diverse ways.	• Positive (gain) frames are used to describe messages that highlight the benefits of compliance, whereas negative (loss) frames are used to highlight the drawbacks of noncompliance. It should be made clear in studies that the stimuli varied with respect to a gain or loss frame. As an illustration: • Gain-oriented positive frame: "Get moving! "Improve your health!" as opposed to "A lack of exercise raises the risk of diabetes." • Loss-oriented frame: "Using medication X, you have a 5% prospect of dying" vs. "With drug X, you enclose a 95% possibility of surviving.
One or further of the goals/strategies:	• A multi-component approach uses numerous communication techniques in coexisting combination or in

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Combining compound communication technique may be further valuable than particular strategies.	progression to enlarge the comprehension and understanding of evidence.[62]

2.1.5.2 Interpersonal Communication in Health Communication

Strong interpersonal communication is essential for health communication to have an impact on behaviors and decisions related to health. The relationship and exchange between a person and their social support network (family, friends, and the community) and their provider of health care provider (e.g., doctor, therapist, pharmacist) are the most significant of these partnerships. These relationships may have a favorable impact on the person's decision to make healthful choices[63]. When patients experience emotional investment in the circumstance, they are more likely to pay attention. They are more likely to base their conclusions objectively on what they hear if they believe they understand what is being stated. Two of the most well-known fields of research in interpersonal health communication are the relationship- and patient-centered care models[65].

2.1.6 Concept of Media Campaign

This is a planned sequence of broadcast interviews, newspaper articles, etc. with a specific goal in mind. The term "mass media" describes a wide range of media that use mass communication to reach a sizable audience[66].

Films, radio, musical recordings, television, and other forms of media are examples of broadcast media that electronically convey information. Internet and mobile mass communication are both considered forms of digital media. Email, social media, websites, Internet-based radio, and television are examples of internet media[67]. By using techniques like QR codes to send smartphone users to a website in print or outdoor media, or by linking to or broadcasting TV commercials online, many other mass media sources have an additional online

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presence. They are able to take advantage of the Internet's straightforward accessibility and outreach capabilities in this way, effectively and economically disseminating information throughout numerous parts of the world at the same time. Information is disseminated by outdoor media in the form of blimps, billboards, flying billboards (signs attached to aircraft), signs, skywriting, placards or kiosks within and outside of buses, stores, stadiums, railroads, and commercial buildings. Print media, which includes books, comic books, magazines, newspapers, and pamphlets, uses tangible objects to convey information. arranging an event[58].

The mass media also refers to the establishments that manage these technologies, including radio and television stations, publishing houses, and film studios. Eight mass media businesses may be distinguished in the late 20th century: books, the Internet, magazines, television shows, publications, radio stations, records, and television. The subject of which media could be considered "mass media" gained prominence in the late 20th and early 21st centuries due to the rapid advancement of digital communication technology. For instance, there is debate over whether or not to include video games, computer games (including MMORPGs), and mobile phones in the definition. A categorization known as the "seven mass media" was implemented in the early 2000s. They are listed in order of invention:

Print materials from the late 15th century include books, pamphlets, newspapers, magazines, posters, and more. Recordings from the late 19th century include magnetic tapes, gramophone records, CDs, and DVDs, cassettes, and cartridges. Cinema from approximately 1900, radio from approximately 1910, television from approximately 1950, the internet from approximately 1990, and mobile phones from approximately 2000.

Every mass media has unique economic structures, technical specifications, and creative artists and content genres. As an illustration, the general distribution network forms the foundation for a number of different technologies found on the Internet, such as blogs, podcasts, and

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websites. The terms "digital media" and "broadcast media" are frequently used to refer to the sixth and seventh media, which are the Internet and mobile phones, and the fourth and fifth, radio and TV. Video games, according to some, have evolved.

While mass media transmits to a wide audience, telephones are two-way devices. Furthermore, the telephone has evolved into a cell phone that can access the Internet. It is unclear if this turns cell phones into mass media or just a means of accessing mass media, in this case the Internet. Currently, there is a mechanism in place that allows marketers and advertisers to access satellites to send unsolicited advertising and advertisements to cell phones[70]. Another example of mass communication is the dissemination of mass advertising to millions of individuals.

It's possible that video games are becoming a mainstream medium. Video games, like RuneScape and other massively multiplayer online role-playing games (MMORPGs), offer a common gaming experience to millions of users across the globe and convey the same messages and beliefs to every one of their users. Sometimes users play online to share the experience with each other. However, it is debatable whether video game players that play the game alone are experiencing it in common, excluding the Internet[71]. Because no two video gaming experiences are the same, one can talk in-depth about the events of a game with a person they haven't played with before. Which raises the question of whether this qualifies as mass communication[72].

Mass communication has five distinct features.

i. Incorporates both institutional and technical techniques of production and delivery. This has been clear throughout the development of mass media, from print to the Internet, all of which have a place in the market.

ii. Involves the commodification of symbolic forms as the production of materials relies on its ability to manufacture and sell large quantities of the work; as radio stations rely

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on their time sold to advertisements, so too newspapers rely on their space for the same reasons

iii. Distinct environments for information generation and reception.

iv. Compared to the producers, its reach extends to people who are "far removed" in both time and place.

v. Information distribution: This "one too many" kind of communication involves mass-producing and distributing goods to a large number of people.

Mass versus alternative and mainstream.

It is not uncommon for "mainstream media" to be mistakenly synonymous with "mass media." The substance and viewpoint of mainstream media set them apart from alternative media[63]. Even though their audiences are frequently smaller than those of mainstream media, alternative media are nevertheless "mass media" channels in the feeling that they employ technology that can reach large audiences. In common parlance, "mass" refers to the items' potential availability to a wide range of users rather than the fact that a certain number of people acquire them[64].

2.1.6.2 Types of Mass Media

a. **Broadcast Media:** A broadcast's schedule refers to the order in which its content is presented. Many slang phrases and technical jargon have emerged with all technology endeavors. Radio and television programs are distributed over frequency bands which are highly regulated in the United States. Such regulation includes determination of the width of the bands, range, licensing, types of receivers and transmitters used, and acceptable content. Cable television programs are often broadcast simultaneously with radio and television programs, but have a more limited audience. By coding signals and requiring a cable converter box at individual recipients' locations, cable also enables subscription-based channels and pay-per-view services[66].

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A broadcasting organization may broadcast several programs simultaneously, through several channels (frequencies), for example BBC One and Two. On the other hand, two or more Organizations like Cartoon Network and Adult Swim may pool a channel and use it together for a set portion of the day. Digital television and radio can also broadcast multiplexed programming, which combines numerous channels into a single ensemble[67].

The phrase "webcasting" is frequently used to describe broadcasting that takes place online. A new phenomena called podcasting emerged in 2004 as a result of several technologies coming together. An asynchronous broadcast/narrowcast medium is podcasting. The main advocates of podcasting are Adam Curry and his partners, the Pod show.

1. Film: The word "film" refers to both the genre as a whole and individual motion pictures. The term "film stock" refers to the photographic film, which was originally the main medium used to record and display motion pictures[68]. There are numerous alternative names for films, including motion pictures (or simply "picture"), photoplays, the silver screen, movie theaters, flicks, and, most frequently, movies. Films are made by employing cameras to capture people and objects, or by animating or adding special effects. Films are made up of single frames, but when they are seen quickly one after the other, they provide the impression of motion[69]. The reason for the lack of fluttering between frames is a process called persistence of vision, which occurs when the eye maintains a visual image for a brief moment after the source is gone. What generates the sensation of motion a psychological phenomenon known as beta movement is also significant.

The film has become a significant art form. Audiences are inspired, informed, educated, and entertained by them. Any movie can become a global appeal, especially if dubbing or subtitles in the original language are added[70].

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2. Video games: A video game is a computer-controlled game where the main input device is a video display, like a monitor or television.

The term "computer game" also includes games which display only text or which use other methods, such as sound or vibration, as their primary feedback device. An input device of some kind is also required at all times. These devices often take the shape of controllers for console games, keyboards and mice/trackball combinations for computer games, arcade game combinations, or a mix of any of the aforementioned[71]. Input has also shifted to more exotic methods, such the player's movements. In more open-ended games, the player may be allowed to do anything they want within the boundaries of the virtual world, although usually there are rules and objectives. Generally speaking, a "arcade game" is a game that is intended to be played at a place where customers pay to play on a per-use basis. A game that is played on a personal computer is referred to as a "computer game" or "PC game."

A "console game" is a video game that is played on the gadget made especially for it and that connects to a regular television. The term "video game" has become a catch-all for the aforementioned as well as any game created for any other kind of device, such as PDAs, cell phones, sophisticated calculators, and so on.

3. Recording and Reproducing Audio: The electrical or mechanical recreation or amplification of sound, frequently as music, is known as sound recording and reproduction. This calls for the use of audio equipment, including loudspeakers, recording devices, and microphones.

From early beginnings with the invention of the phonograph using purely mechanical techniques, the field has advanced with the invention of electrical recording, the mass production of the record, the vinyl LP record, the tape recorder, and the magnetic wire recorder. The broad distribution of music recordings was greatly aided by the discovery of the compact

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cassette in the 1960s, which was followed by Sony's Walkman[72]. Further advancements in quality and durability were brought about by the introduction of digital recording and the compact disc in 1983. Digital audio players have seen the most recent advancements[73].

An album is a group of connected audio recordings that are released to the public collectively, usually for a fee. The fact that RPM phonograph disc records were stored collectively in a book that resembled a picture album gave rise to the phrase "record album." Tchaikovsky's Nutcracker Suite, which was released in April 1909, was the first set of recordings to be referred to as a "album" set through Odeon Records. Retail price was 16 shillings, or around £15 in today's money[74]. A music video, often known as a promo, is a brief film or film that goes with a full song, which is usually the case. The main purpose of modern music videos was to enhance the sales of music recordings through their creation and use as a marketing tool. Music videos have much older roots, but they really came into their own in the 1980s when Music Television adopted them as its genre. Although the term has become less common, it was frequently used to characterize this type of entertainment in the 1980s: "rock video."

All forms of filmmaking, such as animation, live-action movies, documentaries, and non-narrative, abstract movies, can be used into music videos.

4. The Internet: The Internet, sometimes referred to as "the Net" or, less accurately, "the Web," is a mass media platform that is more interactive and can be summed up as "a network of networks." In particular, it refers to the global, openly accessible network of interlinked computer networks that use the industry-standard Internet Protocol (IP) for packet switching to transfer data. It is made up of millions of smaller residential, academic, business, and government networks that work together to provide a variety of services and information, including file transfers, online chat, email, and the World Wide Web's interconnected pages and other documents[72].

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Contrary to popular belief, the terms "Internet" and "World Wide Web" are not interchangeable. The former refers to a system of interrelated networks of computers connected by wireless connections, fiber-optic cables, copper wires, and other connections, while the latter refers to the contents of interconnected documents linked by URLs and hyperlinks. The Internet provides access to the World Wide Web as well as a host of other services, such as file sharing, email, and others that are covered below. With the introduction of the World Wide Web at the close of the 20th century, the majority of people could now access media on a scale similar to that of mass media for the first time.

Anyone with a website can reach a worldwide audience, even though it is still very expensive to serve large volumes of traffic[73]. The emergence of peer-to-peer technologies might have started the process of bringing down the price of bandwidth. Despite the abundance of data, images, and opinion (referred to as "content") that has been made available, it is frequently challenging to ascertain the veracity and authenticity of information found on web pages, which are frequently self-published. Breaking news reports may now be shared within minutes thanks to the development of the Internet. Many believe that the quick development of decentralized, instantaneous communication will alter mass media and its role in society[74].

"Cross-media" means the idea of distributing the same message through different media channels. "Convergence" is the term used in the journalism industry to describe a comparable concept. For many writers, cross-media publication refers to the capability of publishing in print and online without requiring manual conversion[75]. It is getting more and harder to accomplish the goal of "create once, publish many" as there are more and more wireless devices that have data and screen formats that are incompatible. The hub of mass media is swiftly shifting to the Internet. The internet is making everything more and more accessible. Rather

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than picking up a newspaper, or watching the 10 o'clock news, people can log onto the internet to get the news they want, when they want it.

The Internet is used by the educational system as well. One email can be used by teachers to communicate with the entire class. They might have websites where students can obtain additional copies of the assignments or course overview.

5. Blogs (Web logs): In certain classes, students are expected to post on class blogs once a week and receive a grade based on their participation[76]. Blogging is another popular media platform. A blog is a webpage that is frequently updated by a single individual and includes discussion boards, event recaps, and dynamic content such as images or videos. Typically, entries are arranged chronologically backwards, with the most recent posts appearing first. While many blogs serve as news or opinion on a certain topic, others serve as more intimate virtual diaries. A typical blog includes text, links to related web pages, blogs, and other media, as well as images and other graphics. A key component of many blogs is the interactive commenting system that allows users to share their thoughts. The majority of blogs are text-based, but there are also those that are part of a larger social media network and concentrate on other topics including art (artlogs), photography (photoblogs), sketchbooks, videos (vlogs), music (MP3 blogs), and audio (podcasting). Another kind of blogging is microblogging, which consists of very brief blog posts.

6. Really Simple Syndicate Feeds (RSS Feeds): Wired and other mainstream news sites, as well as news-focused community sites like Slashdot and individual blogs, all syndicate news and information over the RSS feed format. It is a group of Web feed formats used to publish material that is updated often, like podcasts, blog posts, and news headlines. The full text[74] or a summary of the material from a related website can be found in an RSS document, sometimes

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referred to as a "feed," "web feed," or "transmit." With RSS, users may automatically follow websites, which can then be fed into customized applications or filtered screens.

7. Podcast: A podcast is a collection of digital media files that are streamed via syndication feeds over the Internet to be played on computers and portable media players. Like broadcast, the term "podcast" can refer to the content itself or to the syndicating process, which is also known as "podcasting." A podcasteris the term used to refer to the host or author of a podcast[75].

8. Mobile Media: Although mobile phones were initially debuted in Japan in 1979, it wasn't until Finland provided the first digital ringing tones in 1998 that they became widely used in media. Soon after, the majority of media content was made available on smartphones, tablets, and other portable devices. As of right now, the value of all media consumed on mobile devices greatly surpasses that of internet content; in 2007 alone, it was valued at over $31 billion (source Informa). Over $5 billion worth of mobile games, over $8 billion worth of mobile music (including ringing tones, ringback tones, truetones, MP3 files, karaoke, music videos, and music streaming services), and a variety of news, entertainment, and advertising services are all included in the mobile media content. Five of the 10 best-selling printed books in Japan were first published as mobile phone books due to the country's extreme popularity with mobile books.

While mobile is an interactive medium similar to the internet, its reach is much greater at the end of 2007, there were 3.3 billion mobile phone users compared to 1.3 billion internet users (source ITU). Similar to email on the internet, the most popular mobile application is a personal messaging service; nonetheless, over 2.4 billion individuals use SMS text messaging. Almost all online services as well as Applications for mobile devices, such as search, multiplayer games, virtual worlds, and blogs, already exist or have cousins that do. Mobile media commentators argue that due to its many special advantages over TV and the internet, including

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its ability to be carried around constantly and stay connected, mobile media is more potent than both of these mediums. The only mass media that offers an integrated payment channel to all users without requiring credit cards, PayPal accounts, or even an age restriction is mobile, which also boasts the finest audience accuracy. Mobile is frequently referred to as the seventh mass medium and is either the third screen (counting only TV and PC) or the fourth screen (counting movie theater, TV, and PC screens)[76].

b. Print media

1. Magazine: An array of articles published in a periodical format, usually supported by reader purchases or advertising, is called a magazine. Usually published every week, twice a week, monthly, bimonthly, or quarterly, magazines have a cover date that is earlier than the actual publication date. They are frequently bound with a soft coverand color printed on coated paper. There are two main types of periodicals: business publications and consumer magazines. In actuality, magazines are a subset of periodicals; these are not to be confused with the subscription-only, more expensive, more specialized, and frequently lacking in advertising publications published by scientific, artistic, academic, or special interest publishers.

Magazines can be classified as:

i. Magazines with a broad appeal, such as The Sunday Times, The Week, Frontline, India Today, etc.
ii. Magazines with specialized topics (business, sports, etc.)

2. Newspaper: A newspaper is an informational and newsworthy periodical that is often printed on inexpensive newsprint paper. It might be of broad interest or of a particular kind and is often released daily or weekly. Notifying the audience about noteworthy events is the primary purpose of newspapers[74]. While national newspapers typically focus on a particular

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theme the Wall Street Journal, for instance, provides news on business and finance local newspapers serve to enlighten their communities and feature advertisements from nearby companies and services. Since their debut in 1605, printed newspapers have prospered despite competition from emerging media like television and radio. But its business model is facing serious risks from recent Internet advancements. Most nations are seeing a decline in paid circulation, and internet advertising is replacing print as the primary source of money for newspapers. However, some analysts note that in the past, new media like television and radio did not completely replace preexisting media.

While the internet has put the press under pressure as a substitute for print media as a source of news and commentary, it has also given newspaper companies a new avenue for audience expansion. The World Trends Report states that, between 2012 and 2016, print newspaper circulation declined in nearly every region, with the notable exception of Asia and the Pacific, where there was a Sales declines in traditionally powerful Asian markets like Japan and the Republic of Korea have been somewhat offset by a rapid increase in sales in a few chosen countries. Most remarkably, India's print circulation increased by 89% between 2012 and 2016.

3. Outdoor Media: This type of mass media includes signs, billboards, and placards that are erected outside and inside of businesses, including buses, stores, and buildings. It also includes flying billboards, which are displays that are attached to flying aircraft, blimps, skywriting, and augmented reality advertising. This type of mass media is widely used by commercial advertisers to promote in sports venues. Manufacturers of alcohol and tobacco products made significant use of billboards and other outdoor media.Nonetheless, the US and the tobacco industry' 1998 Master Settlement Agreement outlawed the promotion of cigarettes on billboards. Diana Hackbarth and her colleagues found that disadvantaged neighborhoods were the primary locations for tobacco and alcohol-based billboards in a 1994 study conducted in Chicago. In other cities, African-American neighborhoods had a significantly higher

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concentration of alcohol and tobacco billboards than did White neighborhoods[76]. While it is occasionally misinterpreted in this way, the importance of mass media suggests that it covers much more than merely news. It has multiple applications.

1. Advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations and political communication.
2. Entertainment, which has historically included light reading, acting, music, and TV shows; since the late 20th century, video and computer games have also been a source of entertainment.
3. Emergency alerts and PSAs (which can be utilized as political tools to spread misinformation to the public)[76].

2.1.6.3 Social Media

Because social media confuses the differences between interpersonal and public communication, it has played a significant role in the shift from the mainstream press to a new paradigm[77]. Information in a particular genre is exchanged via interpersonal or niche communication. Smaller groups of people are absorbing news, information, and opinions through this mode of communication. On the other hand, mass media in its original form is consumed by the general public and is not limited by genre[78]. Four primary components are included in social media campaigns in order to maximize impact on your bottom line and attain desired objectives.

1. **A Carefully Developed Plan:** The best social media campaigns start with a carefully developed plan. The plan must to be tailored to your campaign while also aligning with your broader social media strategy. This means that your objectives should not clash and the operation should effectively carry on your brand's current social media voice and aesthetic. Start your strategy development process with research. Analyze your

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current social media following in detail across all of your networks, and note any areas where you might outperform your competitors. Keep in mind that various social networks provide distinct functions, so select the ones that most closely align with your requirements. For instance, Instagram and Facebook are excellent platforms for reaching Millennials; however, Gen Xers and Baby Boomers are not as prevalent on Instagram[79].

- Recognize the places where your target market spends their time, and look into recent efforts within your sector to determine which current trends you can take advantage of203.

  • Set aside money and resources. Make sure your budget reflects whether you want to use owned media and organic approaches exclusively, or whether your campaign calls for any sponsored social media initiatives.

  • Create your ideal team by defining roles in advance and assigning them clearly. It assists in preventing misunderstandings and duplication of duties. You should, at the very least, designate roles for promotion, design, and message. Make sure you've chosen the appropriate team members from supplementary departments to oversee your campaign if it will be pushed across channels for social media[79].

- Identify the metrics you'll use to measure the success and ROI of your campaign. In order to do that, you'll need to define your campaign's goals which are the next component of a great campaign.

2. **Clearly Defined Goals:** Prior to launching any marketing effort, your objectives must be well stated. Establishing clear goals at the outset of a campaign facilitates the measurement and analysis of its outcomes[80].Your social media campaign can have several objectives, with each component of your plan serving a distinct purpose.

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Though each objective you choose should be unique to your company's needs, most operations typically focus on these few common ones: • Increase Brand Awareness. If your business is relatively new (or new to social media), or if you need to distinguish your business from others in the same space, some part of your campaign should aim to increase brand awareness[81].

- Your campaign won't accomplish much if potential clients and consumers can't identify your brand.
- Including a sharing component in your campaign is an excellent method to raise your online impact and brand recognition. Benchmark important indicators, such as total likes or follows, total brand mentions/retweets, influencer brand mentions, and social media-driven site visits or app downloads, to gauge your brand's social influence. •Increase Traffic to Your Website. While most marketing strategies naturally aim for this, it also benefits your social media presence. The more people that visit your website, the more chances they have to follow your accounts on their preferred networks and share your material on social media. Send visitors to a destination page on your website so they can do the next action in order to increase traffic. To benchmark important indicators such as total visits to the website, visits influenced by social media, time spent on the site, and overall social user engagement, utilize Google Analytics or your preferred web analytics software.
- Encourage loyalty among visitors. While increasing website interchange is a short-term goal, you can aim to improve long-term visitor retention by lengthening their stay and increasing the frequency of their visits. If gaining repeat visitors is one of your objectives, think about implementing a social media campaign that necessitates many visits from people in order to obtain or access content. Benchmark measures such as

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pages per session, average session length, and percentage of new sessions to your site can be used to gauge visitor loyalty.

- Boost the rate of conversion. Enhancing your website/app conversion rates should be the main goal of your campaign if your company is well-known and already receives a lot of online traffic. It is possible to link a component of your social media campaign to website conversions, regardless of whether your company defines a conversion as a product purchase, an account sign-up, or anything else in between[83].
- Take into account promotions that ask visitors to register or fill out a form in order to receive the benefit or value being delivered, but don't forget to monitor these conversions to determine whether your campaign is bringing in any significant, long-term clients. Track indicators such as total site entries, total conversions, and assisted social conversions to gauge the effectiveness of your social media effort on sales.

3. **Cross-Channel Promotion:**In order to get the desired results from your social media strategy, extra marketing channels are probably necessary unless you're a well-known company with millions of devoted followers. The most successful social media marketing initiatives incorporate additional channels into their efforts to boost your social media presence. There are advantages to advertising your social media campaign through other means[83].

• People who aren't as active on social media are informed, and those you reach through social media are reminded by other messages.

- As your fans are already acquainted with your company, it is more likely that they will see your crusade on social media and will be more inclined to interact or take part if they receive a reminder through a different channel.

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- You can use email, search, on-site content, and ad units to reach people who don't follow you on social media or aren't as active. The more people you can reach at different times through a variety of marketing channels, the more likely it is that your campaign will succeed. Just use caution while timing and segmenting your data[84]. You don't want to simultaneously annoy potential clients and overburden current ones.

  Gentle reminders and mentions across a number of touch points to different cohorts of your target audience will deliver better results than a social media campaign that's only promoted on your social network of choice.

4. **Comprehensive Analysis:** One will be appreciative of having foreseen the important indicators linked to a single aim when assessing the campaign's success. Measuring one's progress in relation to one's initial starting point is simple. Determine whether customer lifetime value, account logins, or other engagement indicators that are unique to a firm differ.

   It is possible that the revenue generated by your social media campaign will bring in more money than the revenue generated by your search acquisition campaigns. (That has typically been the situation for our company.) Or perhaps those clients use the tools more frequently or log in more frequently[84].There are several approaches to consider a campaign's return on investment that aren't based on sales. Effective social media marketing should influence more than just one's number of followers. A firm may increase its social media reach, better understand its target audience, and accomplish its long-term goals by basing its next social media campaign on these four principles[85].

2.1.7 Concept of Media, Media Regulation and Media Independence

Media are the channels or means of communication used in mass communication to transmit and store data. The phrase describes various aspects of the mass media communications sector,

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including publishing, photography, film, radio, television, digital media, print, and news media[86].

Early forms of media can be understood as the invention of writing and paper, which allowed for longer-distance communication channels like mail, even under the Roman and Persian empires (Chapar Khaneh and Angarium). Writers such as Howard Rheingold have framed early forms of human communication, such as the Lascaux cave paintings and early writing, as early forms of media. Another perspective on the development of media begins with the paintings found in the Chauvet Cave and moves on to other means of human communication that go beyond speech, including as smoke signals, path markers, and sculptures.

Canadian communications theorist Marshall McLuhan coined the term "media" in Counterblast (1954) and said, "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives." This was the first time the term was used in reference to communication channels in contemporary times. They can be entrusted only to new artists because they are art forms." By the mid-1960s, the term had spread to general use in North America and the United Kingdom. The phrase mass media was, according to H.L. Mencken, used as early as 1923 in the United. One of the channels or means of broad informational transmission, entertainment, or communication in society, such as radio, television, or newspapers, is referred to as a medium of media.

Media independence is said to be significantly influenced by the function of regulatory authorities (license broadcaster institutions, content suppliers, and platforms) as well as the opposition to commercial and governmental meddling in the media sector's autonomy. Regulatory bodies should be independent of government directions in order to guarantee media independence. Laws, agency statutes, and regulations can be used to gauge this[90].

a. Government Regulations of the Media: this involves the following:

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1. **Licensing:** Numerous locations continue to have opaque and deceptive licensing procedures, and the process itself lacks openness. Governments and ruling parties are accused of receiving preferential treatment from regulatory bodies in many nations, as seen by the denial of licenses to some would-be broadcasters or the threat of license revocation. Diversity of opinions and substance has decreased in many nations due to monopolies that are either directly or indirectly supported by the government. This affects competitiveness as well as resulting in a power concentration that may have an undue influence on public opinion. Refusing to renew or maintain media outlets' licenses that publish critical editorials; integrating the regulator within government agencies or limiting its authority and mandates for action; and, among other things, the absence of outstanding procedure in the implementation of regulatory decisions as instances where these regulators formally adhere to legal requirements for independence but, in practice, are perceived to be primarily responsible for enforcing political agendas[82].

2. **Endorsed appointments:** Another indication of state control is the growing politicization of regulatory organizations, which is operationalized through the appointment and transfer of party members to high positions within regulatory agencies. In his work, Dr. Anatol Lieven describes how Pakistan, a nation with less developed economy, controlled its media in the 1980s[82].

3. Internet Regulation: Governments from all across the world have worked to regulate internet businesses, whether they are based domestically or abroad, and whether they offer application services or connection. Internet businesses that overreact and remove news reports even those that are removed algorithmically while providing insufficient avenues for the impacted news creators to seek compensation, can have a detrimental effect on journalistic output[79].

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Self-regulation offers a substitute for state regulatory agencies in Western Europe. Newspapers have always been exempt from licensing and regulation in these kinds of situations, but there has been constant pressure on them to either self-regulate or at the very least employ internal ombudsmen. Nevertheless, the establishment of significant self-regulatory institutions has frequently proven challenging. Self-regulation frequently occurs in the shadow of state control and is aware of the potential for government interference. Self-regulatory systems appear to be absent or have not historically been seen as efficient and successful in many Central and Eastern European nations[83].

The domain of uncontrolled programming is greatly expanded by the growth of satellite-delivered channels, which can be provided directly to viewers or through cable or internet systems. Nonetheless, different initiatives are being made in different sections of Asia and the Pacific, the Arab world, and Western Europe and North America to control programmers' access to satellite transponders. Although it doesn't seem to have been put into practice, the Arab Satellite Broadcast Charter was one attempt to apply formal criteria and some regulatory power to what is transmitted[84]. Journalists describe self-regulation as a favored system, although non-governmental groups and intergovernmental organizations like UNESCO support media freedom and development organizations. In times of conflict and afterward, the establishment of self-regulatory organizations, such press councils, has been a persistent trend.

Large internet corporations have built internal self-regulation and complaint mechanisms using concepts they developed under the Global Network Initiative framework in response to public and government criticism. The Global Network Initiative has expanded to include academics and civil society organizations in addition to a number of sizable telecom firms and internet giants like Google, Facebook, and others[85]. By outlining what should and shouldn't be prioritized in the most widely used digital spaces, the 2013 European Commission publication

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ICT Technology Sector Guide on Implementing the United Nations Guiding Principles on Business and Human Rights has an impact on the existence of independent journalism[86].

3. **Private sector:** When it comes to requests for material or account restrictions from third parties, the ranking of Digital Rights index scores reflects policy transparency. When it comes to terms of service enforcement, digital rights indicators rank well for policy transparency (which impacts upon content or account limitations) New tactics have been developed in response to public pressure on technology firms. These initiatives try to identify "fake news" and address some of the structural issues that contribute to its origin and spread. Facebook has followed similar tactics to combat hate speech and abuse online by adding additional buttons for people to report content they perceive to be untrue. These modifications are a reflection of larger shifts toward greater transparency among the largest tech companies[87].

As indicated by the Ranking Digital Rights Corporate Accountability Index, largest internet companies have reportedly become relatively more forthcoming in terms of their policies about transparency in regard to third party requests to remove or access content, especially in the case of requests from governments[88]. At the same time, however, the study signaled a number of companies that have become more opaque when it comes to disclosing how they enforce their own terms of service, in restricting certain types of content and account. State governments can also use "Fake news" in order to spread propaganda[89].

4. **Fact-Checking and News Literacy:** Internet companies like Facebook have started campaigns to teach users how to distinguish between legitimate news sources and fake news, in addition to reacting to calls for more precisely defined self-regulatory mechanisms and the controversy surrounding so-called "fake news." For instance, Facebook ran a series of newspaper ads with "Tips for Spotting False News" before of the 2017 UK national election. These ads offered 10 indicators that could indicate whether a story is real or not[90]. Broader

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programs, like the News Integrity Initiative at the City University of New York's School of Journalism, have also been launched to support fact-checking and news literacy. These programs have brought together a diverse range of contributors and players. The complete impact of this 14 million USD investment, which was made in 2017 by organizations like Facebook and the Ford Foundation, is still unknown. It will, however, supplement the services provided by other networks, such as the 2015 Poynter Institute-launched International Fact-Checking Network, which aims to define the field's parameters[91]. Additionally, Instagram has developed a method that may reveal "fake news" that is shared on the platform. After looking in to the site, it seemed as more than a place for political memes, but a weaponized platform, instead of the creative space it used to be[92].

Since then, if independent fact checkers suspect that misleading material is being disseminated, Instagram has begun to flag some articles or posts with warnings. These fact checkers are used by Instagram to make sure that no misleading material is disseminated on the platform. Instagram began this effort in 2019, using Facebook's approach after the latter began fact-checking in 2016[92].

With the advent of new media for long-distance communication, the telecommunications revolution of the previous century has significantly changed communication. In 1906, the first two-way radio broadcast over the Atlantic took place, which paved the path for widespread analog and digital communication: A few radio systems, vintage telephone networks, and vintage television broadcasts are examples of analog telecommunications. Digital radio, digital telephony, computer networks, computer-mediated communication, and digital television are all made possible by digital telecommunications. Intense long-distance conversations between greater numbers of individuals are now possible thanks to modern communication means (many-to-many contact via e-mail, Internet forums, and teleportation). However, a lot of mass

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media and traditional broadcasting encourage one-to-many communication (including social media, newspapers, magazines, radio, film, and television).

The use of electronic media is increasing, but others worry that it is keeping young people from interacting with friends and family in person.There is divergent studies on the social involvement impact. According to a Wellman research, "23% of Internet users reported that the Internet had improved the quality of their communication with family members by a similar amount, and 33% of users said that the Internet had improved their connections to friends 'a lot.'" Particularly young individuals benefited from the social aspects of the Internet. Of the 18 to 29-year-olds, nearly half (49%) claimed that the Internet has significantly enhanced their relationships with friends. Conversely, 19% of Internet users who were employed claimed that using the Internet has increased their amount of time spent working from home[93].

These days, electronic media can be found on computers (desktop, laptop, and tablet), MP3 players, DVD players, cell phones, video game consoles, radios, and televisions. Over the past ten years, technology has reached unprecedented heights, altering the nature of communication. When the first iPhone was released in 2007—94—the surge in electronic media really got going. As time has gone on, the definition of electronic media, as it is known in many different fields, has evolved. Compared to a decade ago, the term "media" today has a more expansive definition. Multimedia was formerly limited to a single piece of software called application software that could play both audio and video, which are visual objects with or without sound. Then came CDs and DVDs (Digital Versatile Discs), and finally 3G (third generation) cameras for field applications[95].

Hard discs, which are used to increase a computer's installation capacity for data, are an example of electronic media. In modern usage, the term "media" refers to any software installed on a PC, laptop, or mobile phone for regular or improved system performance. This type of

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hard disc is becoming increasingly smaller in physical size[95]. The latest inclusion in the field is magnetic media (magnetic stripe) whose application is common in the fastest growing information technology field.

In order to give customers the simplest and fastest services possible, the department of income taxes and the banking industry frequently use modern IT media. Account information that connects to all the data pertaining to a certain customer is saved on this magnetic strip[96]. These media kinds' primary characteristics are unrecorded (blank form) preparation and data that is typically retained for later usage at the user's or consumer's request.

2.1.7.1 Roles of Media in Disease Control

In particular, when it comes to health issues that could lead to viral transmission and infection, the media is a potent and helpful tool that experts use to raise public knowledge of health issues and to sensitize and motivate the public toward desired changes in health behavior[96].

Therefore, changing population behavior is the main goal of media campaigns during disease outbreaks, as this promotes disease prevention and control. In disease control, the media play the following roles[97]:

1. instructive,
2. encouraging,
3. advertising, and
4. supplemental

However, in order to achieve these objectives, the media carryout the following activities:

a. Provision of information about disease:

i. outbreaks,

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ii. Symptoms,

iii. Modes of transmission,

iv. Fatality rates,

v. treatment centres,

vi. Drugs and

vii. Prevention methods.

Communications from the media can be distributed for brief or extended periods of time, and they can also be linked to other planned initiatives like outreach programs for institutions, etc.[96]. Television, radio, magazines, newspapers, cell phones, social media, and other mass media platforms are frequently utilized to provide the public with tailored messages and necessary information regarding illness prevention and health hazards. However, the degree of money, media environment, audience ability to modify behavior, and the accuracy and clarity of the message all have a role in how successful such efforts are in accomplishing this goal[97].

2.1.7.2 Role of Social Media Fake News in Shaping COVID-19 Campaigns

The proliferation of fake news on social media significantly influenced the design, execution, and reception of COVID-19 campaigns. As the pandemic unfolded, unverified and misleading content spread rapidly across platforms such as Facebook, WhatsApp, Twitter, and Instagram. This wave of misinformation often contradicted official health advisories, leading to confusion among the public. In many cases, campaign planners were compelled to shift their strategies from solely promoting preventive measures and vaccination to actively countering false narratives[96,88.]

One of the most profound impacts of fake news was its ability to undermine the credibility of health institutions and government agencies. Messages promoting conspiracy theories, exaggerating vaccine side effects, or questioning the reality of the pandemic eroded public

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confidence in legitimate campaigns. As a result, even well-designed media interventions faced resistance from audiences who had been exposed to misleading narratives. Campaign messages that might have been clear and persuasive in a stable information environment had to contend with a parallel "infodemic," where falsehoods often travelled faster and further than evidence-based content. This environment forced communicators to adapt by incorporating myth-busting content, fact-checking initiatives and partnerships with credible influencers to counterbalance the spread of misinformation. [97]

The role of social media fake news also influenced the tone and structure of COVID-19 campaigns. Campaigns increasingly integrated emotional appeals, storytelling, and relatable testimonies to compete with the sensational nature of fake news[60]. Traditional factual bulletins were often insufficient in cutting through the noise of viral misinformation, prompting the need for more engaging formats such as short videos, infographics and live interactive sessions. Furthermore, health communication teams learned to monitor social media trends in real time to quickly identify emerging rumours and address them before they gained widespread traction. This reactive approach became as critical as the planned components of the campaign strategy.[140]

Ultimately, the prevalence of fake news during the COVID-19 pandemic highlighted the importance of resilience and adaptability in health communication campaigns. It revealed that effective campaigns cannot focus solely on information dissemination but must also account for the broader media ecosystem in which they operate.

2.1.8 Concept of Communication

The transmission of an idea or information or message from a source to a recipient is known as communication. It is the skill of passing down knowledge, concepts, and attitudes from one individual to another.

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• Communication Process Factors

1. The communicator needs to exist.

2. The recipient needs to be present.

3. The communication content needs to be present.

4. The feedback is the effect that needs to exist.

• Communication Levels: Four basic levels of communication exist, which are as follows[97]:

1. Intrapersonal Communication: In this type of communication, the sender and the recipient are the same individual. It is a form of mental communication that occurs within an individual.

2. Interpersonal Communication: This form of communication takes place between two or more persons.

3. Group Communication: Included in this are the following:

• Small Group Communication: No more than 100 people are involved, and the speaker is accompanied by a small group of listeners.

• Large Group Communication: Using an amplifier to facilitate communication, members of a large group which can include thousands of individuals at times communicate with one another.

4. Mass communication: This refers to the dissemination of communications to a large number of individuals using a mass medium. It comprises distributing information to a large, heterogeneous, and distributed audience through the mass media. And both broadcast and print media are used to accomplish this. Print media includes books, journals, periodicals, newspapers, and the internet; social media falls under this category. Broadcast encompasses the internet, television, and radio[98].

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2.1.8.1 Types of Communication

1. Verbal Communication: When we converse with people, we are verbally communicating. It can take place in person, on the phone, through Skype, Zoom, etc. While some verbal interactions are more professional, like scheduled meetings, others are more casual, like conversing with an ally over coffee or in the workplace kitchen[99]. Whatever the form, it's not just about the words; it's also about their quality and intricacy, how we combine them to convey a larger idea, and the intonation (pitch, tone, cadence, etc.) that we employ when we speak. Furthermore, while verbal communication is crucial when it happens face-to-face, it cannot be isolated from non-verbal communication[100].

2. Non-Verbal Communication: Often, our actions during speech convey more meaning than our words. A person's carriage, eye contact, hand waves, and facial emotions are examples of nonverbal communication. For instance, when discussing your cost-saving proposal with your supervisor, it's critical to observe their body language as well as their spoken words. Even though your employer says they approve with your concept, their body language such as their sighs, avoided eye contact, scowled expressions, etc. tells you otherwise.

3. Written Communication: The aim of every written communication, whether it be via an email, memo, report, contract, Facebook post, tweet, or something else entirely, is to distribute information in an understandable and efficient way, even though this goal is frequently not met 100% of the time. In actuality, incompetent writers frequently cause misunderstandings, shame, and even possible legal problems. When communicating through writing, especially in the digital age, it's crucial to keep in mind that the message endures, possibly forever. There are therefore two things to keep in mind: first, write well because careless mistakes and badly written sentences make you appear awful; and second, make sure the message's content is something you want to promote or be connected with in the long run.

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4. Listening: Not many people include listening in their list of communication styles. However, active listening is arguably one of the most crucial forms of communication since it allows us to interact with the individual seated across from us in a productive way. Consider a negotiation: one step in the process is to determine the requirements and goals of the other party. It is hard to evaluate that without listening, which makes it challenging to arrive at a win-win solution[101].

5. Visual Communication: Today's society is primarily visual. Examine these examples: TVs are always on, Facebook is a visual platform with memes, movies, photos, and so on, Instagram is a photo-only app, and marketers utilize visuals to promote goods and concepts. From an individual standpoint, the pictures we share on social media are intended to have a purpose and to send a message. Sometimes such message could be something like, "Look at me, I just won an award or I'm in Italy." Some are deliberately chosen to evoke strong emotions in us, such hurt animals, weeping kids, etc[102].

2.1.8.2 Concept of African Communication System

African communication systems are traditional forms of communication that are a synthesis of social norms and customs that have been refined and combined to create genuine communication methods and systems that are practically accepted as norms in African society[103]. A communication system often refers to a range of formal and informal processes, elements, and influences that provide the framework for the interchange of ideas and information between sender and recipient in any given society[104]. African communication systems, thus, are made up of common communication routes and patterns found in various African societies[105]. It addresses the prevalent format and subject matter of African indigenous communication channels, as well as the connection between these channels and society.

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It also includes the characteristics and workings of the different indigenous, culturally-specific communication channels that are present in a community. It also covers the landscape of conventional media and the interactions between other social institutions and native communication platforms. In spite of civilization, globalization, and the rise of modern media, these native communication routes have endured. The traditional media is the backbone of the African communication system, lending it its distinct and recognizable characteristics[106].

2.1.8.3 Characteristics of African Communication Systems

a. It is ever-changing.

b. The system has multiple channels and multiple media.

c. Members of a group of people comprehend it.

d. It easily links and appeals to the People's language, culture, mythology, legends, and customs, all of which improve communication effectiveness.

e. It makes use of indigenous institutions and symbols to increase the efficacy of the message.

f. The system projects the historical past or customs of Africa. It is drawn from African culture and way of life beliefs.

g. The locals, particularly the ruralities, revere it and it has deep roots in the community.

h. The driving force behind it is ingrained in the people's culture.

i. It is dependent on locally produced technology, as well as people's values and recognizable symbols.

j. It assists in meeting people's requirements.

k. It facilitates the development and upkeep of interpersonal interactions. Accurately assessing people and situations is beneficial.

m. It contributes to the spread of African culture.

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2.1.9 Role of Development Communication in African Communication System

The goal of development communication is to steer communication tactics toward fostering mutual understanding and interaction among members of the target social system. In order for the people involved in the social system to comprehend the purpose of the development programs, accept the necessity of change, and actively participate in their design and implementation, it tries to create an atmosphere that is conducive to real communication. This indicates that audience is the focus of development communication. Creating a favorable environment that would allow the target social system to comprehend, appreciate, actively participate in, and be dedicated to the achievement of goals that are relevant within the system is more important than pushing development agents to meet their targets[107].

Due to limited rural involvement, poor knowledge, and inadequate education, development communication programs frequently have low acceptance within the targeted social system, "making them ignorant, apathetic, hostile, and prejudiced towards any development project that is destined for them." According to one source, "a true and authentic development effort takes into account the often-ignored fact that social intelligence which is frequently a more relevant and necessary possession than the abstract intelligence of the development agent exists within the target social system"[108]. The traditional institutions are well respected and feared in the community. They also serve as role models to their subjects in the community who look unto them for the instructions, guidance and advice on some developmental issues.

Arguably, why some development communication interventions do not succeed or gain rural acceptance could be the failure on the part of most programme planners to utilise traditional institutions and local intelligence of the people in collectively identifying and suggesting possible solutions to the development challenges of the people. Most especially, development communication messages must be design in a way that reflects and respects the norms, values,

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traditions and customs held in high esteem by the target social system. In order to accomplish this, traditional institutions that are thought to be the guardians of the people's belief systems and cultural heritage particularly the most important rulers, clan and village leaders, councils of elders, etc. can be consulted. From the program's conception to its conclusion, they must be incorporated in a language that the general public can comprehend.

Any message intended for the rural population that does not correspond with the majority of the population that previously made up the target audience and for whom the messages are intended will undoubtedly fail to achieve the project's or program's goal because it is a pointless exercise.

This is due to the fact that the majority of government and development organizations implement their projects and programs in rural regions under the assumption that the villagers are apathetic and have no choice because they are impoverished and will take whatever is provided to them[109].

The five phases of the program awareness, interest, evaluation, trial state, and adoption of a developmental project all depend on development communication in one way or another[110]. At each of the above described stages, this study contends that development communication will work closely with established conventional structures to maximize public engagement and activate people toward the targeted change.

In the processes of development communication, the target social system's participation is indispensable. Without it, social transformations and the development of a positive outlook would be difficult to achieve and people's physical and mental growth would be virtually impossible.

2.1.9.1 Concept of Development Communication

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The utilization of communication to support social development is referred to as development communication[140]. In order to bring about positive social change through sustainable development, development communication involves stakeholders and policy makers, creates favorable conditions, evaluates risks and possibilities, and encourages information exchange[110]. Techniques for development communication include behavior modification, social marketing, media advocacy, social mobilization, information sharing and education, communication for social change, and community involvement.

With "societal transformation and development" and "the satisfaction of basic needs" as its main goals, development communication has not been dubbed the "Fifth Theory of the Press". Three key concepts purposeful, value-laden, and pragmatic form the foundation of the philosophy of development communication[111]. Progress The rapid transition of a nation and its populace from poverty to a dynamic condition of economic growth which enables increased social equality and the fuller realization of human potential is made possible by communication, the art and science of human communication. In an effort to fight oppression and injustice, it is also viewed as "emancipation communication".

Raising people's quality of life is the ultimate purpose of development communication, which includes boosting wellbeing and income, eradicating social injustice, supporting land reforms, and promoting freedom of speech[102].

Though it started in the 1940s, development communication did not become widely used until after World War II. The area of communication sciences gained prominence as an academic study in the 1950s, thanks to the efforts of Daniel Lerner, Wilbur Schramm, and Everett Rogers. Progress It has been emphasized that communication encompasses all channels of contact, from people to people106 to mass media.

2.1.9.2 Strategic Communication for Sustainable Development

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Initiating and maintaining an effective Sustainable Development strategy requires effective communication. Progress The dialogue-based process of applying communication techniques, strategies, and/or technologies strategically for social change is known as communication[107]. The three key components of the development communication process analytical activity grounded in dialogue, goal-oriented change are emphasized in this description. In order to achieve successful policy making and promote public participation, strategic communication is crucial. It has an impact on impact evaluation, planning and execution, goal setting, and decision making.

Still, there is a need to create an concern cluster on strategic communication for sustainable development because communication as a strategic tool is still inadequate in development initiatives. Strategic communication directs media interventions and communication processes both within and between social groups with the goal of bringing about creative and long-lasting changes in practices, habits, and lifestyles. A successful strategy for sustainable development combines the goals and plans of the public, business, and civil society sectors. Development communication, according to the World Bank, is the "integration of strategic communication in development projects" predicated on a comprehensive comprehension of indigenous realities.

The need of putting strategic communication into practice to support development activities is increasingly being acknowledged by the Swedish International Development Cooperation Agency. The aforementioned statement is consistent with the extensive history of strategic communication campaigns employed in development initiatives pertaining to human rights, democracy, poverty alleviation, and health. These campaigns aim to raise awareness, encourage behavioral modifications, facilitate mobilization, and establish collaborative partnerships to achieve shared objectives[103].

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2.1.9.3 Information and Communication Technologies for Development

The Information Age's economic prosperity, civic involvement, and job creation are significantly fueled by the advancement of technology. The world's economies, politics, and society are being shaped in numerous ways by information and communication technologies, or ICTs[104]. Developing nations also understand how critical it is to involve a range of stakeholders in order to fully utilize the transformative potential of ICTs in order to boost social networks, accelerate economic development, and deliver more effective services[105]. ICT infrastructure investment and policy reform, when done correctly and effectively, may support shared prosperity and the fight against poverty.

In order to help developing nations take use of ICTs' potential to enhance public service delivery, spur innovation and productivity gains, and boost competitiveness, the World Bank Group developed an information and communication technology (ICT) sector strategy in 2012. The World Bank, International Finance Corporation (IFC), and Multilateral Investment Guarantee Agency (MIGA) prioritize the following three areas under the strategy: (1) Transformation: increasing transparency, accountability, and service delivery in development processes; (2) Connectivity: expanding affordable broadband access, especially for women, the disabled, underprivileged populations, and residents of remote and rural areas; and (3) Innovation: establishing competitive IT-based industries and promoting ICT innovation with an emphasis on job creation[106].

New technologies that are expected to change the development environment include artificial intelligence and virtual reality. Virtual reality is being used by the UN to create platforms for advocacy, awareness-raising, and fundraising from side to side its Virtual Reality Series Project. Its virtual reality production, Clouds over Sidra, won praise for bringing attention to the living circumstances of some 84,000 Syrian refugees in Jordan's Za'atari camp[103]. HTC,

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creator of the Vive virtual reality technology, aims to "create a pathway to peace and prosperity around the world together"104 through its "VR for Impact" program, which also maintain the UN Sustainable Development Goals. Virtual reality's immersive experience is anticipated "to elevate the voices of those who often do not have a say, bringing peoples' voices directly into the decision making process", with implications for policy[105].

2.1.10 Understanding Market Women and Marketplace

Market women are adult women who do informal business, especially in the marketplace. A marketplace, often known as a market place, is a regular meeting place where products, animals, and other supplies are bought and sold[106]. A marketplace can be referred to as a souk (in Arabic), bazaar (in Persian), fixed mercado (in Spanish), nomadic tianguis (in Mexico), or palengke (in the Philippines) depending on the region. Periodic markets are those that happen once a week or on less frequently scheduled days, such festival days. Daily markets are those that run continuously. A market's form is determined by the population, culture, environment, and geography of its locality. The word "market" refers to a wide range of trading activities, including food halls, market squares, and market halls in their various forms[107]. As a result, markets can be found both indoors and outdoors, as well as online in the contemporary world. As long as people have exchanged goods and services, markets have existed. It is thought that Persia is where bazaars first appeared and then expanded throughout the Middle East and Europe.

According to documentary sources, zoning laws restricted trade to specific areas of cities starting approximately 3000 BCE, which set the stage for the development of bazaars. Traditionally, Middle Eastern bazaars were long, narrow strips with stalls on either side or a covered roof to shield vendors and buyers from the intense sun. From the 12th century onwards, a system of organized, chartered markets replaced the unofficial, unregulated marketplaces in

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Europe[107]. Increasing control of market activities during the Middle Ages, particularly with regard to weights and measures, instilled trust in customers regarding the fairness of prices and the quality of market goods. Globally, markets have developed differently based on local environmental factors, such as climate, customs, and culture.

Middle Eastern markets are often covered to shield vendors and customers from the sun. Open-air marketplaces are common in milder regions. It is usual in Asia to have morning markets where fresh produce is traded and night markets where non-perishables are traded[107]. These days, e-commerce and matching platforms provide for the electronic or online access to marketplaces. Shopping at a local market is a commonplace aspect of daily life in many countries. Since markets play a major role in guaranteeing a population's access to food, they are frequently subject to strict regulation by a central government[105].

Designated markets constitute a significant portion of a town's or country's cultural assets and are now frequently classified as sites of historic and architectural significance. These factors make them well-liked travel locations. Africa: For generations, markets have existed in certain parts of the continent. A commentator from the 18th century mentioned the numerous markets he visited in West Africa. He gave a thorough account of the market operations at Sabi, in the Wydah (now a part of the Republic of Benin)[107]. "They administer their fairs and markets so carefully and wisely that no illegal activity ever takes place. Various types of things are gathered here, and anyone who have brought items are free to dispose of them whenever they choose, as long as they don't commit fraud or make noise. The King appoints a judge, accompanied by four armed officers, to inspect goods and hear and decide on any grievances, complaints, or disputes[108]. There are booths, butlers, and refreshment areas all around the market area for the convenience of the patrons. They are only allowed to sell specific types of meat, including goat, hog, beef, and dog flesh. Women run other booths where they offer corn

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bread, rice, millet, and maize. Pito is a lovely, kind of wholesome, refreshing beer that is available at different stores. The Europeans supply them with palm wine, acqua vita, and spirits, which are stored in different stores and have sales limitations in place to stop intoxication and disturbances. Slaves of all genders are purchased and sold here, along with a variety of birds, oxen, lambs, dogs, hogs, and shish. Everything produced in Europe, Asia, or Africa is available here at reasonable prices, including woolen cloths, linen, silks, and calicoes, as well as hardware, china, and glass of all kinds. Gold is available in dust and ingot form, iron is available in bars, and lead is found in sheets.

There, at a market in the Kingdom of Benin (modern-day Benin City), he made the following observation about the strange foods on offer: In addition to the multitude of dry goods available in Benin's markets, there is also a good selection of somewhat specialty foods. This is where they sell dogs for food, which the black people love. There are roasted baboons, apes, and monkeys everywhere. While fruit and palm wine make up the opulent entertainment and are always on sale in the streets, bats, mice, and lizards are dried in the sun[109].

2.1.10.1Communication System among Market Women

People approach making decisions as consumers in a variety of ways. Individuals' decisions about consumption are thought to differ depending on how they interact with the marketplace[110]. A market is, by definition, a place where products and services are bought, sold, and exchanged. In Nigeria, the proportion of women engaged in commerce at marketplaces is significantly higher than that of men. Traditionally, the market is viewed as the center of communication and the source of several opportunities[111]. Since context and demands always define the applicability of any communication approach, it follows that traditional forms of communication predominate in the majority of Nigerian marketplaces. These communication channels consist of:

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i. Oral media: This term refers to oral literature, or folkmedia, and the orator that arises from them. The majority of folkmedia are found in oral societies, where listening and speaking are valued more highly than reading. In Nigerian marketplaces, words are exchanged verbally between people in order to carry out communication and information distribution. But this mode of communication is carried out by:

• Minstrel, town crier, or gong man

• Focus group discussions or engagements;

• Festivals and ceremonies in the markets;

• Conventional rulers in their palaces during meetings;

• Interpersonal conversations, etc.

2.1.11 Types of Market

There are numerous approaches to market classification. One approach is to think about the type of purchaser and the market's role in the distribution chain. This results in the retail and wholesale markets, which are the two main market classes. Three kind of markets are included in this classification: the very short-term market, in which a commodity's supply is fixed. This category includes perishables including fruit, vegetables, meat, and fish because their supply is comparatively inelastic and they must be sold within a few days. The second category consists of short-term markets, wherein the quantity supplied can be extended by increasing the production's scale (by adding labor and other inputs, but not capital). This group includes a large number of non-perishable items. The market with a long term, in which capital investment might extend the duration, falls into the third category[100].

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Markets can also be categorized based on its produce, physical format, or trading area (local, national, or international).

The two main types of physical markets are:

i. Bazaars, which are usually covered markets in the Middle East;
ii. Car boot sales, which are gathering places where people exchange home and garden items and are particularly well-liked in the United Kingdom.
iii. A dry market is a type of market that is different from "wet markets" in that it sells durable items like electronics and textiles.
iv. E-commerce: a global online marketplace where consumer goods can be sold anywhere
v. Indoor markets of any kind
vi. Marketplace: a public area where a market is held or was held in a town
vii. Market squares in Europe: open spaces typically found in town centers with stalls selling goods
viii. Public markets in the United States: indoor, fixed markets in buildings that sell a variety of goods
ix. A street market is a public space where vendors set up shop on one or more sides
x. Floating markets: primarily in Thailand, Indonesia, and Vietnam; products are sold from boats.
xi. Night market: popular in many countries in Africa and Asia, opening at night and featuring much street food and a more leisurely shopping experience. In Indonesia and Malaysia they are known as pasar malam.
xii. Wet market: Also referred to as a public market, this type of market is different from "dry markets" in that it offers fresh produce, seafood, meat, and other perishable items.

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Markets could offer a variety of goods for sale or they could be one of several niche markets, like:

i. Livestock markets, often known as animal markets
ii. Vintage marketplaces
iii. Farmers' markets with an emphasis on fresh produce and upscale food lines made from farm products, such as cheeses, chutneys, relishes, and preserves
iv. Fish markets
v. Swap meets, often known as flea markets, are a kind of bazaar where vendors can rent space to exchange or sell goods. It's common to find high-quality items at discounted costs, low-quality stuff, and used goods.
vi. Flower markets, like Amsterdam's Bloemenmarkt and Mexico City's Mercado Jamaica
vii. Food halls, like those found at department shops Galeries Lafayette in Paris and Harrods in London, offer upscale cuisine that may be enjoyed both on and off the premises. These can also be simply called "markets" (or "mercados" in Spanish) in North America. Some examples of these are the Mercado Roma in Mexico City, the West Side Market in Cleveland, and the Ponce City Market in Atlanta.
viii. Grey markets: sometimes known as "green markets," these are places where recycled or used goods are offered for sale.
ix. Markets for handicrafts
x. Markets offering objects utilized in occultism (for witchcraft, sorcery, etc.)
xi. Food stores and superstores

2.1.12 Brief Information on Southwest Geopolitical Zone of Nigeria

Nigeria's Federal Republic is grouped into six geopolitical zones, or simply zones. They are a kind of state-level administrative division organization. Groupings of geopolitical zones were

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established under President General Sani Abacha's administration. Nigerian political, educational, and economic resources are frequently distributed throughout the zones[111]. The six zones were not strictly based on geographic location; rather, governments with political histories or comparable ethnic groupings were assigned to the same zone. There are over 400 ethnic groups and 450 languages spoken in Nigeria[111].

i. North Central: Benue, Kogi, Kwara, Nasarawa, Niger, and Plateau States; also, the Federal Capital Territory belongs to this zone.

ii. Northeastern States: Taraba, Borno, Gombe, Bauchi, Adamawa, and Yobe.

iii. Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto, and Zamfara States are in the Northwest.

iv. Abia, Anambra, Ebonyi, Enugu, and Imo States are in the Southeast.

v. South South: Akwa Ibom, Bayelsa, Cross River, Delta, Edo, and Rivers States (often referred to as the Niger Delta region).

vi. Lagos, Ogun, Ondo, Osun, Oyo, Ekiti, and Osun

i. **Southwest Nigeria:** Every six geopolitical zones in Nigeria, even the Southwest represents both a political and geographic area of the nation[113]. It is made up of the following six states: Lagos, Ogun, Ondo, Oyo,Osun and Ekiti. The zone extends along the Atlantic coast from the Benin Republic's international border in the west to the South South's boundary with the North Central region in the east. The Guinean forest-savanna mosaic eco region in the drier northwest and the Nigerian lowland forests ecoregion in the south and east are the two main inland eco regions. The Southwest is divided by the Central African mangroves in the coastal far south. Nigeria has two distinct seasons: the rainy season (March to November) and the dry period (November to February), with varying weather conditions. The Harmattan dust is also carried into the southern regions during the dry season by cold, dry winds from the northern deserts. Culturally speaking, the great majority of the zone is part of Yorubaland, the native country of the Yoruba people, who comprise the greatest ethnic group in the southwestern region[115].

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Nigeria's economy benefits economically from the Southwest's urban centers, particularly Lagos and Ibadan, while rural areas lag behind. Approximately 47 million people live in the region, making up 22% of the nation's overall population. Lagos is the mainly populated city in Nigeria, the second most populated city in Africa, and the most populated city in the Southwest[116].

Although there are various dialects even within the same state, Yoruba is the primary language spoken in the Southwest Zone. In Nigeria, there are two different seasons: the rainy season (March to November) and the dry season (November to February). The meteorological conditions during these seasons differ. The Harmattan dust is also carried into the southern regions during the dry season by cold, dry winds from the northern deserts[117].

1. Ekiti State (Fountain of Knowledge): The Old Ondo was divided into Ekiti State in 1996. Ekiti State is split into four areas: Ekiti Central, Ekiti North, Ekiti South, and Ekiti West115. The state contains sixteen Local Government Councils, with its capital located in Ado-Ekiti. Until the British arrived and imposed indirect authority, Ekiti was one of the several sovereign republics in Nigeria. The reason it is called the "Fountain of Knowledge" is that it is said to have produced many professors and a number of Nigerian academic pioneers. The father and ancestor of the Yoruba race, Oduduwa, is the ancestor of the state's population[116]. One of the main ethnic groupings within the Yorubas is the Ekiti people, who migrated from Ile Ife. They speak a variety of languages, including Ekiti and English. Still, dialects differ from place to place[115].

Ekiti is an upland region that spans 6,353 square kilometers and rises more than 250 meters above sea level. Kwara borders it to the north and Ondo to the south. To the east is Kogi, and to the west is Osun. Rugged hills may be found all around the state, including the Ado-Ekiti hills in the center, the Efon Alaaye hills in the west, and the Ikere-Ekiti hills in the south[116].

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Agriculture is the state's main industry and source of income. About 75% of the population earns a living and works in agriculture, which produces both cash crops and food. The following are classified as cash crops: cocoa, oil palm, kola nut, plantain, banana, cashew, citrus, and timber[117]; the food crops are rice, yam, cassava, maize, and cowpea. Notable towns and cities in this state include Odo-Oro, Afao, Erinmope, Ado-Ekiti, Ijero, Ise, Ilawe, Omuo, Igede, Otun, Ido, Iye, Iyin, Aisegba, Emure, Ayedun, Ikere, Efon, Ikole, Aramoko-Ekiti, Ode Okemesi, and Ogotun, Odo-Oro, Afao, Erinmope, and Oye-Ekiti. Ekiti State's estimated population in 2022 is 2,384,212[118].

ii. Lagos State (Centre of Excellence): Lagos Island, Ikoyi, Victoria Island, and Iddo are the four islands that make up Lagos State, which was established on May 27, 1967. Up until 1976, it served as Nigeria's capital and is home to 57 local government districts. It is known as the "centre of excellence" and acts as the commercial center of Nigeria, receiving almost half of its industrial investments. Although it is a Yoruba-speaking state in the southwest of the nation, its population is made up of individuals from numerous ethnic groups and all of the nation's tribes. Lagos is renowned for its beaches, music, parties, nightlife, and hardworking way of life. It is impossible to really realize the adage "work all day, party all night" anywhere else. The hub of Lagos's nightlife is Victoria Island. Moshood Abiola University, Yaba College of Technology, and the National Museum are a few of its cultural and educational establishments. The city also boasts a sizable, adaptable sports stadium[118].

Beginning in the fifteenth century, the ancient Yoruba village developed into a seaport and hub for trade. Before Lagos becoming a British colony in the 1820s, it was a notorious hub for the slave trade. Lagos served as the epicenter of the Nigerian Nationalist Movement from the late 1800s until 1960. From the country's independence until 1991, Lagos served as Nigeria's capital before Abuja took over.

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Lagos is home to numerous important cities, including Ikeja, Lekki, Ikorodu, Eko Atlantic, Badagry, Epe, and Ojo. The finest lodging options include the Southern Sun Ikoyi, Federal Palace Hotel, The Avenue Suites, Four Points by Sheraton, InterContinental Lagos, Ibis Lagos Airport, Lilygate Hotel, The Moorhouse Ikoyi Lagos, Radisson Blu Anchorage, Protea Hotel Ikeja, and more. The estimated population of Lagos State in 2022 is at 15,946,000[118].

iii. Ogun (Gateway State): The capital of Ogun, Abeokuta, was established in 1976. 'Under the stone' is what Abeokuta means[119]. Known as the "gateway state" due to its advantageous location as the nation's primary transportation hub, Sagamu, Ijebu Ode, and Ilaro are important towns that have historically and currently functioned as markets for the mining sector. In Ogun State, people speak four distinct Yoruba dialects: Ijebus, Remos, Egbas and Egbados. Ogun practices a number of traditional skills, like as sculpture, carving, and blacksmithing. Ondo state is to the east, Lagos and the Atlantic to the south, Oyo state to the north, and the Republic of Benin to the west are the shared interstate boundaries of this 16,409 square kilometer state. Among the notable towns and cities are Aiyetoro, Ijebu-Ode, Sagamu, Ikenne Remo, Ilaro, and Ijebu-Igbo. Ogun State's estimated population in 2022 is 6,379,500[116].

iv. Ondo (Sunshine State): Ondo, also known as the "Sunshine State," was established on February 3, 1976, from the remnants of the Western State of Nigeria. Originally including what is at present Ekiti state, which was established in 1996 by General Sanni Abacha, it has 19 local government districts. Akure is the capital city. In the state of Ondo, there are several Yoruba dialects spoken, including Akoko, Akure, Apoi, Ikale, Ilaje, Idanre, Ijaw, Ondo, and the Owo[115].

People in Ondo are resourceful, hardworking, and friendly. The state is regarded as one of the most educationally progressed in Nigeria since it has a termed elite of educated people living alongside subsistence farmers, fishermen, and traders.

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The people's way of life includes boisterous dancing, clothing manufacturing, wood crafts, carved doorways, and other decorations. Additionally, conserved and on exhibit in historic palaces are antiquities and artifacts. With a land area of 14,789 square kilometers, Ondo is slightly smaller than Hawaii and larger than Connecticut. There are an estimated 3,441,024 people living there. Geographically, it is situated on the tropical belt, with the Atlantic Ocean to the south, Ekiti and Kogi to the north, Edo State to the east, Oyo and Ogun to the west, and Edo state to the south[115].

Many rivers, streams, and lakes, such as the Owena, Awara, Ogbese, Ala, Oluwa, Oni, and Ose, are found across the state of Ondo. Akure, Oka-Akoko, Okitipupa Owo, Ore, Ondo, Ile-Oluji, and Ikare are a few notable towns and cities. Ondo State's estimated population in 2022 is 5,316,6001[16].

v. Osun (Living Spring State): Osogbo serves as the capital city of Osun, an inland state. The inhabitants of Osun are friendly, hardworking, and engaged in a variety of trades. Osun is split into three federal senatorial districts and contains thirty Local Government Areas with more than two hundred communities.

The River Osun, a natural spring thought to be the embodiment of the Yoruba goddess Osun, gave rise to the state's name when it separated from Oyo state in 1991. The phrase "state of living spring" describes it. The majority of people in Osun State are farmers, traders, and artisans who make hand woven mats, leather goods, and textiles. Oyo State borders Osun State on the west, Kwara State borders it on the north, Ogun borders it on the south, Ekiti and Ondo States border it on the east. The vast majority of people in the state are farmers, and the economy is based on agriculture. Ede, Iwo, Ejigbo, Esa-Oke, Oke-Ila Orangun, Ila Orangun, Ilobu, and Ilesa are notable cities and settlements. The anticipated population of Osun State in 2022.

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vi. Oyo - Pace Setter State: Located in southwest Nigeria, Oyo was one of the three states that were created in 1976115 by splitting off the erstwhile Western State of Nigeria. The 'Pace Setter State' is a state with 33 Local Government Areas. Nigeria's capital and largest city, Ibadan, is the country's third-largest metropolitan region in terms of population, behind Lagos and Kano. The five main group divisions in Oyo are the Oke-Oguns, Ogbomoshos, Ibadans, and Ibarapas. Like other of the southwest states, Oyo has two distinct seasons: the rainy season and the dry season[115]. Crops including rice, plantains, cashew, yam, cassava, millet, and maize can all be grown in this climate[116].

Dome-shaped hills and ancient, hard rocks make up the 28, 249 square kilometer land area that makes up Oyo State[117]. Old Oyo National Park is one of the state's most notable natural features. Other significant locations include Ibadan, Oyo, Iseyin, Ogbomoso, Lalupon, Fiditi, Ilora, Okeho, Saki, Igboho, Kisi, Igbo-Ora, and Eruwa. Oyo State's estimated population in 2022 is 7,976,100[118].

2.1.13 Market System in Lagos State

- Lagos, Nigerian markets provide customers with an extensive and varied selection of new and used commodities, commerce, and products. Among the markets of note in Lagos are the following:
- Iyana-Iba Market
- Agbalata Market (Badagry)
- Alaba International Market
- Markets at Ajah and Balogun on Lagos Island
- Èbūté Èrò Market,
- Lagos Island;
- Computer Village, Ikeja;

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- Bar Beach Market
- Fish Market in Epe
- Mushin market
- Oyingbo Market
- Mile 12 Market
- Oniru New Market
- Oshodi Market
- Téjúoshó Market Yaba
- Ikotun Market
- Idumota Market
- Ita Faji Market
- Isale Eko Market, Lagos Island
- Jankarra Market, Lagos Island
- Ladipo Motor Spare Parts Market
- Lekki Market
- Agboju Market
- Daleko Market
- Agege Market
- Owode Onirin
- Amu market
- Onipanu iron rod market
- Ojuwoye Mushin Market
- Aswani Market
- Jakande Market

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- Apongbo Market
- Liverpool Crayfish Market
- Ijesha Market, Ijeshatedo

2.1.14 Market System in Oyo State

Engineer Oluwaseyi Makinde, a member of the Peoples Democratic Party (PDP), is the state's current governor. University of Ibadan, which was established in 1948, is renowned for having been located in Oyo State. Shaki, a city in the west, is known as the state's breadbasket, and the majority of the state's economy is still based on agriculture. Three of the most important crops to Oyo State's economy are tobacco, cocoa, and cassava.

The primary industry for the people of Oyo State is agriculture. Crops include maize, yam, cassava, millet, rice, plantains, cocoa, palm product, cashew, and others can be grown in the state due to its favorable environment. Iresaadu, Ijaiye, Akufo, Lalupon, Ipapo, Ilora, Eruwa, and Ogbomosho are some of the government farm villages. Clay, kaolin, and aquamarine are abundant. The state's capital, Ibadan, is home to the manufacturing, service, and handicraft sectors as well as commerce. The number of farmers in the city has decreased, although it is still high for an urban region. A significant number of cultivators are part-time farmers who supplement their income with other jobs[117].

Ibadan is a significant hub for commerce. In the city's inner suburbs and historic center, there is a market square or booth on almost every corner. The city is home to numerous marketplaces. The largest daily market stretches in a belt from the railway station in the west to the centre of the city and is Ibadan’s commercial core.

Some local crafts still flourish. These include blacksmithing, pottery-making, weaving, and spinning and dying. Adire, or "tie-dye," cloth is widely used and is locally dyed in big pots of

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indigo. Small enterprises in the city include those that mill maize, work with leather, make furniture out of wood and steel, print, take pictures, run hotels, and repair motors and other items. But there aren't many contemporary manufacturing industries[117].

Popular Markets in Oyo State:

i. **Agbeni Market:** In Ibadan, Agbeni is a sizable wholesale market located on Ologede Street. Located in Agbeni, the Methodist Cathedral is a notable structure that dates back to 1905. It consisted of hundreds of tiny stores/stalls set up along a single length.Major and minor distributors make up the distributors; they often keep a primary office and a sales shop in the market.One distinctive feature is the extremely low cost of items in Agbeni markets [115].

ii. **Bodija Market:** It is one of Ibadan's busiest markets. The Orita Merin food market was overcrowded, therefore former Military Governor Tunji Olurin constructed Bodija Market in October 1987. It has several open little businesses and kiosks dispersed across the marketplace. Bodija Market is situated near the Ibadan-North local government area of Oyo state along the Secretariat-UI route. A wide variety of manufactured foods, agricultural products, and household goods are available. It also has a lumber market nearby and an abattoir that slaughters hundreds of cows every day. Its distinctive feature is that Yoruba and Hausa traders predominate. In Oyo State, Nigeria, it serves as the main hub for the sale of cattle and other animals.

iii. **Aleshinloye Market:** The Aleshinloye market is a well-known store where you may get jewelry, home goods, and gifts. Reconstruction is underway after a fire destroyed it in August 2014.The market's top-selling products include plastic crafts, kitchenware, household goods, clothing, shoes, fabrics, and materials[119].Although the prices of goods

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in Aleshinloye are a little high, you can be confident that you are getting high-quality products.

iv. **Ogunpa Market:** It is situated in the Ibadan-North Local Government's Dugbe Alawo axis, which is the city's busiest business district. Ogunpa was in such bad shape that the government decided to establish a modern market there for 975 million Naira in January 2015. It is well-known for selling domestically and manufactured goods, like as machinery, fashion accessories, and household goods, that are made in China[120].

v. **Oja-Oba Market:** Due to its proximity to the Olubadan's (Head Chief's) palace, it is translated as the King's market. Typically, merchandise is exhibited in front of the merchants' homes, which are typically cramped and lack adequate air. Popular for fruits, Oja-Oba offers exceptional prices on raw food items such as peppers, tomatoes, plantains, yams, and more at great prices (see page 121–vii).

vi. **Bola Ige International Market:** This is one of Nigeria's largest markets, (also known as Gbagi Market), is situated one mile from Ibadan International Airport 122 on the Ibadan-Ife Expressway. It is about a kilometer from the Lagos–Ibadan Express road; this gives it easy accessibility. It is largely regarded as one of Nigeria's earliest outside markets. In the Gbagi Market, more than a million people work in a variety of industries as distributors, laborers, apprentices, foreigners, and artisans. It is a well-liked marketplace where a wide variety of textiles, jewelry, bags, and shoes may be purchased. Women who are shopping for different occasions typically frequent this market heavily[123].

vii. **Oje Market:** This historic market is said to have been around for more than a century. It is located in the heart of the city, about a kilometer from Olubadan of Ibadan's palace, the primary leader of the city. In what is regarded as one of the oldest marketplaces on the continent, Yoruba fabrics are offered for sale to traders from all over Africa[124].

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viii. **Iseyin Market:** It mostly sells local and foreign textiles including Aso Oke, Sanyan, and Alaari in addition to ornamental beads in a range of sizes. Additionally, plants used to treat a variety of illnesses are available.

ix. **Dugbe Market:** Located in Central Business District of Ibadan, this is a major hub for trade and transportation. It began at Ekotedo and currently carries a wide range of products. It is home to a number of notable buildings, including the Cocoa House, which was Nigeria's first story structure, and the newly constructed Cocomall in Dugbe, which is home to a number of national and international retail establishments, including Shoprite, Mr. Price, Cashncarry, and others[125]. The largest clothes market in Ibadan, Oyo State, is called Dugbe Market. It consists of streets divided by exquisite stores featuring brands for foreign clothing[126].

x. **Bashorun Market:** Situated in the Bashorun / Akobo axis of Ibadan, the Bashorun market is a rather modest market. It consists of rows of tiny stores oriented toward one another. It regularly sells food items, household supplies, and merchandise. In general, its costs are higher than those in other marketplaces. Obtaining some commodities can be challenging because the majority of vendors in Bashorun Market get their wares from Bodija Market.

xi. **Apete Market:** This market is located along the Sango axis in Oyo State's Ido Local Government area. It is located close to Ibadan Polytechnic. The market offers a wide range of commodities, including manufactured goods, electronics, and fresh farm produce[127].

2.1.15 Market System in Ogun State

Ogun State, located in southwestern Nigeria, boasts a diverse economy anchored by agriculture, industry, and commerce. Ogun State's proximity to Lagos and its vast agricultural

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resources have made it a commercial hub for the country. The state's agricultural sector produces crops such as cassava, maize, rice, cocoa, palm produce, and yams, and it's also known for poultry farming. Ogun State's fertile land supports the cultivation of these crops, making agriculture one of the key economic drivers[112].

The state's commerce thrives due to its well-established markets scattered across its urban and rural areas. These markets not only serve the local population but also attract traders from neighboring states and even across the borders. Markets in Ogun State vary in size and specialization, ranging from traditional open-air markets to modern shopping complexes.

Popular Markets in Ogun State:

i. **Kuto Market**: Located in the heart of Abeokuta, Kuto Market is one of the busiest markets in Ogun State. It serves as a hub for both agricultural produce and manufactured goods. Traders sell food items such as yam, tomatoes, pepper, cassava, and livestock. Kuto Market also offers a variety of household goods and clothing, making it a central location for the daily needs of the local population[113].

ii. **Sapon Market**: This market is another prominent commercial center in Abeokuta. It is known for its vibrant atmosphere and the wide variety of goods sold, including fresh produce, clothing, and local crafts. Sapon Market also provides access to traditional herbal medicines and materials used in local ceremonies. It is a key destination for both retailers and consumers.

iii. **Lafenwa Market**: Lafenwa Market is one of the largest markets in Ogun State, catering mainly to agricultural products. Situated in Abeokuta North, the market is a significant trading point for food items such as rice, beans, maize, vegetables, and fish. The market is particularly famous for its fresh produce, with farmers bringing in their goods daily. Lafenwa Market is a vital part of the food distribution system in the region.

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iv. **Itoku Market**: Renowned for its role in promoting Ogun State's cultural heritage, Itoku Market in Abeokuta specializes in traditional crafts, especially the famous Adire (tie-dye) fabrics. Itoku Market is a tourist attraction as well, drawing visitors who are interested in the history and culture of the Yoruba people. The market also sells locally made clothing, beads, and art, making it a popular spot for artisans and craftsmen.

v. **Owode Market**: Owode Market, located near the Ogun River, serves as a central trade point between Ogun State and neighboring states like Lagos and Oyo. The market is well-known for its livestock trade, with cattle, goats, and chickens being sold in large quantities. It also features stalls for agricultural produce, household goods, and building materials.

vi. **Sango Market**: This market, located in the Sango-Ota area, is one of Ogun State's largest commercial centers. It is a vibrant marketplace where traders sell a wide array of goods, from agricultural products to manufactured items like electronics and furniture. Sango Market's strategic location near the Lagos-Ogun border makes it a major hub for cross-border trade.

vii. **Ilaro Market**: The Ilaro Market in Ogun West is a key market for agricultural products, particularly cassava and yam, which are staple crops in the region. The market is also known for its sale of locally produced crafts, pottery, and woven items. Ilaro Market serves as a major distribution point for farmers in the surrounding rural areas.

Viii. **Oja Oba Market**: Situated near the Alake's Palace in Abeokuta, Oja Oba Market, like its counterpart in Oyo State, is one of the most historic markets in Ogun. It is a bustling trade center where fresh food items, textiles, and locally crafted goods are sold. The market's proximity to the royal palace adds a cultural significance to its commercial activities.

ix. **Sagamu Market**: Sagamu is another vital commercial hub in Ogun State. The market, located in the town of Sagamu, is known for its vibrant trade in agricultural produce, including

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kola nuts, which is a key export crop from the region. The market also features numerous stalls selling textiles, electronics, and everyday household items[114].

x. **Ijebu-Ode Market**: Ijebu-Ode is famous for its agricultural produce and vibrant trade activities. The market is a significant point for the sale of kola nuts, garri, and palm oil, which are important economic products in the area. Ijebu-Ode Market also sells household goods, electronics, and fashion items, drawing both local and regional traders.

Each of these markets plays a crucial role in the economy of Ogun State, facilitating trade and commerce across the state and beyond. They are key contributors to the state's economic development, supporting both local businesses and larger commercial enterprises

2.1.16 Market System in Ondo State

Ondo State, located in southwestern Nigeria, has a mixed economy driven by agriculture, commerce, and natural resource extraction. Ondo is often referred to as the "Sunshine State" and is renowned for its agricultural productivity, particularly in the cultivation of cash crops such as cocoa, palm oil, rubber, and timber. Agriculture is the backbone of the state's economy, with a large portion of the population engaged in farming[117].

Ondo State is one of Nigeria's largest producers of cocoa, which contributes significantly to both the local economy and Nigeria's export market. Other important crops grown in the state include yams, cassava, maize, plantains, and vegetables. In addition to its agricultural wealth, Ondo is rich in natural resources like bitumen, limestone, and granite, which are being increasingly exploited to enhance the state's industrial and commercial sectors.

Ondo State's markets serve as key commercial centers where agricultural produce, manufactured goods, and locally made crafts are traded. These markets are crucial to the

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economic well-being of both rural and urban communities in the state, providing platforms for farmers, artisans, and traders to connect with consumers[119].

Popular Markets in Ondo State:

i. **Oja Oba Market (Akure)**: Located in the state capital, Akure, Oja Oba is the most popular and busiest market in the city. It is known for its wide variety of goods, including fresh farm produce like yams, cassava, vegetables, and cocoa. The market is a major trading center for both wholesale and retail traders. Oja Oba also sells clothing, textiles, household items, and local crafts. Its central location makes it a key hub for the economic activities of Akure residents[120].

ii. **Isinkan Market**: Also situated in Akure, Isinkan Market is one of the major markets in the city, specializing in both food products and non-food items. The market is known for its variety of fresh fruits, vegetables, grains, and livestock. It also features sections where traders sell textiles, fashion accessories, and electronic goods. Isinkan Market is particularly popular for the sale of yam and cassava, which are staple foods in the region.

iii. **Ilara Mokin Market**: Located in the town of Ilara-Mokin, this market is an important center for the sale of agricultural products like maize, yam, and cassava. Farmers from the surrounding villages bring their produce to the market, making it a vital point for the distribution of food items across the state. The market also offers household goods, clothing, and local crafts, attracting traders and consumers from neighboring communities[121].

iv. **Okitipupa Market**: Okitipupa Market is a major commercial center in Ondo South, particularly known for its palm oil and palm kernel trade. The market is a significant hub for farmers and traders in the oil palm industry, which is one of the key agricultural sectors in the

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region. In addition to palm products, Okitipupa Market sells food items such as yams, plantains, and vegetables, as well as textiles and household items.

v. **Igbokoda Market**: Located in the coastal area of Ondo State, Igbokoda Market is known for its vibrant fishing industry. The market is a key center for the sale of fresh fish, seafood, and other marine products. It is also a hub for agricultural products like cassava, maize, and coconuts. Igbokoda Market serves the riverine communities of Ondo State and attracts traders from both within and outside the state. The market's importance in the fishing industry makes it a vital economic center in the region.

vi. **Oba-Ile Market**: Situated near Akure, Oba-Ile Market is a growing commercial hub in the state. The market offers a range of goods, including agricultural produce, livestock, textiles, and manufactured products. Oba-Ile Market is known for its affordable prices and serves as a key trading point for both urban and rural traders. It plays a significant role in the supply chain of food products within Akure and neighboring towns.

vii. **Ondo Town Market**: This market is one of the largest and most important in Ondo Town, located in the Ondo West Local Government Area. It serves as a central point for the sale of agricultural products, particularly cocoa, which is a major export from the region. The market also features stalls selling textiles, household goods, electronics, and traditional crafts. Ondo Town Market is essential to the local economy and supports a wide range of traders and artisans[121].

viii. **Ikare-Akoko Market**: Ikare-Akoko is a bustling town in the northern part of Ondo State, and its market is a key commercial center in the region. The market is known for the sale of food crops like yams, cassava, maize, and cocoa, as well as livestock. It also offers a variety of non-food items, including clothing, textiles, and household goods. Ikare-Akoko Market plays

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an important role in the trade of agricultural products, connecting farmers with consumers from surrounding towns and villages.

ix. **Igbara-Oke Market**: Igbara-Oke Market is an important trading center in the Ifedore Local Government Area. The market specializes in agricultural products such as yam, cassava, and plantains, as well as livestock. It also has sections for the sale of textiles, pottery, and local crafts. The market serves the farming communities in the area and plays a crucial role in the distribution of food items within the state.

x. **Owo Market**: Owo is a historical town in Ondo State, and its market is one of the oldest in the region. Owo Market is known for its rich variety of agricultural produce, including cocoa, yam, cassava, and maize. It is also a center for the sale of local crafts, particularly the famous Owo carvings, which are an important part of Yoruba cultural heritage. The market attracts traders from across the state and is an essential part of the local economy.

xi. **Futa Market**: Situated near the Federal University of Technology, Akure (FUTA), this market caters to the university community and its surroundings. Futa Market is known for the sale of food items, household goods, and student-related services. It is a relatively new market but has quickly become a key commercial center for the residents of the university and its neighboring areas[124].

xii. Ondo State's markets are integral to the state's economy, supporting agriculture, trade, and local industries. These markets provide platforms for farmers, traders, and artisans to sell their goods, while also ensuring that residents have access to a wide variety of products. From large urban markets to smaller rural trading centers, the market system in Ondo State plays a vital role in promoting economic growth and development[128].

2.1.17 Market System in Osun State

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Osun State, located in southwestern Nigeria, has a dynamic economy rooted in agriculture, commerce, and artisanal crafts. Osun's markets are important economic centers, bustling with activities that range from the sale of agricultural produce to locally made crafts and imported goods. These markets support both rural and urban economies, providing access to goods and services essential to the daily lives of residents[129].

Popular Markets in Osun State

i. **Oja Oba Market (Osogbo)**: This is the central market in Osogbo, the capital of Osun State. Known as the King's Market, Oja Oba is located near the Ataoja's Palace and is one of the oldest markets in the state. It is famous for the sale of fresh produce, including yams, cassava, tomatoes, peppers, and local crafts. The market also plays a significant role in the sale of traditional Osogbo textiles, such as Aso Oke and Adire fabrics.

ii. **Owode-Ede Market**: Situated in Ede, this market is known for its vibrant trade in agricultural produce and local crafts. It is a major hub for yams, cassava, maize, and other crops grown in the region. The market also serves as a center for the sale of handmade goods such as pottery, beadwork, and textiles, which are highly sought after by traders and visitors alike.

iii. **Ifon Market**: Located in the town of Ifon-Osun, this market is one of the largest agricultural markets in the state. It is known for the sale of food crops like yam, maize, and cassava. Ifon Market also serves as a key trading point for livestock, with farmers and traders from surrounding areas bringing their goods to sell. The market is particularly busy on designated market days, drawing buyers and sellers from across the state.

iv. **Ijebu-Jesa Market**: Ijebu-Jesa is a well-known town in Osun State, and its market is a significant commercial center. The market offers a wide variety of goods, including food items, textiles, and household goods. It is also known for its role in the trade of agricultural products

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like palm oil, cocoa, and kola nuts. The market's strategic location on the road between Osogbo and Ilesa makes it a key trading hub for the region.

v. **Odo Ori Market (Iwo)**: Odo Ori Market, located in Iwo, is one of the largest and busiest markets in Osun State. It is famous for its wide range of goods, including agricultural products, clothing, and household items. The market also features traders selling textiles, beads, and other locally made crafts. Iwo's strategic location makes Odo Ori a vital trading point for the sale of cocoa, palm produce, and other farm products.

vi. **Ikirun Market**: Located in the town of Ikirun, this market is known for its sale of both food products and handicrafts. Ikirun Market is especially famous for its vibrant textile trade, particularly the sale of Aso Oke and other traditional Yoruba fabrics. The market also offers fresh farm produce, livestock, and various household goods. It serves as a key trading center for farmers and artisans in the region.

2.1.18 Market System in Ekiti State

Ekiti State, located in the southwestern part of Nigeria, is known for its strong agricultural base and rich cultural heritage. The state's economy is predominantly driven by farming, with crops such as yam, cassava, maize, cocoa, and palm oil being the major products. Ekiti State is also famous for its tourism potential, with numerous hills and historical sites scattered across the state. Ekiti people are predominantly farmers, artisans, and traders, and the market system is a crucial part of their daily life and economic activities.

Ekiti State's markets serve as vital economic hubs where agricultural produce, crafts, and consumer goods are exchanged. The state's fertile land supports a variety of crops, and these products are traded both locally and across other regions. In addition to agricultural products,

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Ekiti's markets offer crafts such as pottery, weaving, and local textiles, reflecting the state's cultural heritage.

Popular Markets in Ekiti State

i. **Oja Oba Market (Ado-Ekiti)**: Located in the state capital, Ado-Ekiti, Oja Oba Market is one of the largest and busiest markets in Ekiti State. It serves as the central trading hub for both retail and wholesale activities. The market offers a wide range of agricultural products like yams, cassava, maize, vegetables, and cocoa. In addition, household goods, textiles, local crafts, and fashion items are also available. Oja Oba is a key economic driver in Ado-Ekiti, attracting traders and buyers from neighboring towns and states.

ii. **Bisi Market**: Also located in Ado-Ekiti, Bisi Market is a vibrant market known for its variety of goods, including food items, fashion, and household products. It is a popular spot for the sale of fresh farm produce such as fruits, vegetables, yam, and maize. The market also features sections dedicated to fashion, footwear, and electronics. Bisi Market plays a crucial role in the supply of daily necessities for residents of Ado-Ekiti and surrounding areas.

iii. **Ikere Market**: Situated in the town of Ikere-Ekiti, this market is known for its vibrant trade in agricultural products and crafts. The market offers fresh produce such as yam, maize, cassava, and plantains, as well as locally made crafts like pottery and woven textiles. Ikere Market is a key economic hub for the town, providing a platform for farmers and traders to sell their goods to both local and regional consumers.

iv. **Aramoko Market**: Located in Aramoko-Ekiti, this market is one of the major trading centers in the Ekiti West Local Government Area. It is well-known for its agricultural produce, particularly yam, cassava, and cocoa, which are sold in large quantities. The market also

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features stalls selling textiles, household goods, and livestock. Aramoko Market is a significant center for the distribution of farm produce from rural communities to urban areas in Ekiti State.

v. **Oye-Ekiti Market**: This market is a major commercial hub in Oye-Ekiti, serving as a focal point for the sale of agricultural products, textiles, and household goods. Oye-Ekiti Market is known for its fresh produce, particularly yam, maize, and vegetables, which are brought in by local farmers. The market also offers a variety of locally produced crafts, making it a key center for both economic activity and cultural exchange.

vi. **Igbara-Odo Market**: Igbara-Odo is famous for its craft industry, particularly pottery, and the town's market reflects this. Igbara-Odo Market is a key center for the sale of local pottery, which is a significant part of the town's economy. The market also offers a range of agricultural products like yams, cassava, and plantains, as well as textiles and household goods. It is an important trading center for the local population and attracts buyers from neighboring towns and regions.

vii. **Ikole Market**: Located in the town of Ikole-Ekiti, this market is known for its wide variety of agricultural products, particularly cash crops like cocoa and palm oil, which are major exports from the region. Ikole Market is also famous for its sale of fresh produce, such as yam, maize, and vegetables, and its role as a commercial center for traders from different parts of Ekiti State. The market is an essential part of the local economy, supporting both farmers and traders[134].

viii. **Ise-Ekiti Market**: Ise-Ekiti Market is one of the major markets in the southern part of Ekiti State, known for its large supply of agricultural produce. Farmers bring yams, cassava, maize, and vegetables to the market, where they are sold to traders and consumers. In addition to food items, the market offers textiles, household goods, and local crafts. Ise-Ekiti Market is

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an important commercial hub for the town and plays a crucial role in the economic life of the community.

ix. **Efon-Alaaye Market**: Situated in the hilly town of Efon-Alaaye, this market is known for its local crafts, especially the production and sale of traditional Yoruba textiles like "Aso Oke." The market also serves as a trading point for agricultural produce such as yam, cassava, and maize, as well as livestock. Efon-Alaaye Market is a key center for cultural and economic activities in the town, reflecting both the agricultural and craft-based economies of the region[131].

x. **Emure Market**: Emure-Ekiti Market is one of the most popular in the southern part of the state, renowned for its agricultural produce, including yam, cassava, and plantains. It is also a center for the sale of household goods, clothing, and textiles. Emure Market is important for both local consumption and trade, serving as a hub for farmers and traders from nearby communities.

Ekiti State's markets are integral to the economic and social life of the state, providing platforms for farmers, artisans, and traders to exchange goods and services. These markets are not only centers of commerce but also spaces where the cultural heritage of the Ekiti people is preserved through the sale of traditional crafts and locally made goods. The market system in Ekiti plays a vital role in sustaining the local economy and ensuring the distribution of goods across both rural and urban areas[130].

2.2 Theoretical Framework

2.2.1 Agenda-Setting Theory

According to the agenda-setting theory, the media informs individuals about topics to think about rather than what to think. According to this hypothesis, which was created by Donald

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Shaw and Maxwell McCombs, the media significantly affects the importance of certain subjects on the public agenda. The theory is especially helpful in comprehending how public awareness, attitudes, and behaviors may be shaped by media campaigns[126].

The foundation of agenda setting theory is the idea that public perception is shaped by the media, which influences public agendas by drawing attention to particular concerns. When McCombs and Shaw examined the 1968 presidential election in Chapel Hill, North Carolina, they discovered a significant association, which led them to first propose this theory between the topics that voters thought were essential and the topics that the media highlighted[127]. Agenda Setting Theory can be utilized to examine how media coverage affects market women's understanding, attitudes, and compliance with COVID-19 immunization rules in the context of media campaigns aimed at them in Southwest Nigeria. According to the theory, media campaigns that highlight the value of immunization, the risks associated with COVID-19, and the advantages of adhering to health rules will make these subjects more prominent to the intended audience.

The process of changing one's attitude and conduct begins with awareness. Agenda Setting Theory states that by regularly covering COVID-19 vaccination laws, featuring testimonies from immunization recipients, and disseminating accurate information regarding the advantages and safety of vaccines, media campaigns can increase awareness among market women. Market women may become more cognizant of the COVID-19 vaccine issue as a result of this enhanced visibility[128].

The way the media presents information can influence public attitudes toward vaccinations. Positive framing techniques include success stories from immunization campaigns and quotes from reputable community members, and professional judgments, can result in a positive attitude regarding immunization. On the other hand, negative factors like unusual adverse

reactions or logistical difficulties that are emphasized by the media could cause resistance and distrust. As a result, how vaccination information is framed in media campaigns greatly influences market women's attitudes[129].

Awareness and attitude both affect compliance. Market women are more likely to comply with requirements if they are aware of them and have a favorable attitude about vaccination. By continuously reminding the public of the significance of adhering to vaccine recommendations, the legal requirements, and the possible repercussions of non-compliance, media campaigns can strengthen compliance. Presenting instances of compliance and its advantages can also act as social proof, inspiring others to do the same[130].

The Agenda Setting Theory offers a strong foundation for comprehending the ways in which media campaigns might affect market women's knowledge, mindset, and adherence to COVID-19 immunization laws in Southwest Nigeria. By establishing the agenda, the media can elevate vaccination to a top concern, foster favorable attitudes about it, and eventually encourage adherence to health laws. This theory emphasizes the importance of strategic communication in accomplishing public health goals and the role that the media plays in public health interventions[131].

According to the agenda-setting idea, societal discourse is shaped by the mainstream media. The mass media is here, and it is expected to report on certain elements of reality while omitting others. And the agenda of the ruling class determines what the mass media chooses to report and what it ignores.

According to the agenda-setting idea, the mainstream media sets agendas on two different levels:

i. First-level agenda-setting: By emphasizing a particular set of topics, the media attempts to shape the opinions of the public at this level. Another name for this is object salience.

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ii. Second-level agenda-setting: The media makes an effort to shape public opinion on certain topics at this level. Another name for this is attribute significance[132].

According to the agenda-setting hypothesis, the media has the power to enlighten the public so that they will comply with the messages promoted by health advocacy on such as the need that market women in Nigeria's Southwest Geopolitical Zone receive the COVID-19 immunization, and the approval of a lifestyle that progressively fosters the formation of positive attitudes and beliefs. Knowledge facilitates the transition from unhealthy behaviors or attitudes to healthy ones[133].

2.2.2 Health Belief Model (HBM)

A thorough theoretical framework for comprehending the variables affecting market women's knowledge, attitudes, and adherence to COVID-19 immunization laws in Southwest Nigeria is offered by the Health Belief Model (HBM). This concept is especially pertinent when taking into account public health campaigns aimed at increasing vaccination rates. amid the COVID-19 outbreak. According to the Health Belief Model (HBM) by Irvin Rosenstock in the year 1958, an individual's health behaviors are shaped by their own beliefs about health risks, their level of self-efficacy, or confidence in their capacity to participate in health-promoting behaviors, and their perceptions of the benefits and barriers of taking action.

A fundamental element of the HBM is perceived susceptibility, which has to do with a person's perception of their likelihood of getting a disease. Market women who believe they are at a higher risk of contracting COVID-19 because of their work in crowded markets are more inclined to take preventive steps, such as getting vaccinated. Research indicates that a considerable segment of the populace in Southwest Nigeria is aware of the COVID-19 risk, and this awareness is correlated with their inclination to consent to vaccination[135]. This sense

of risk is important because it encourages people to take preventative measures to safeguard their families and themselves.

Perceived severity, or the opinion on the significance of the illness and its possible repercussions, is equally significant. Market women are more likely to follow immunization recommendations if they think that COVID-19 can cause serious health consequences, such as hospitalization or death. Studies show that those who believe that COVID-19 would have serious effects are more likely to take part in healthy practices, such getting vaccinated[136]. This connection emphasizes the need for efficient communication tactics that stress the gravity of COVID-19 and the possible role that vaccination may play in reducing these risks.

Perceived advantages and obstacles are important variables that impact vaccination behavior. The idea that vaccination will successfully lower the danger of catching COVID-19 and the severity of the illness that goes along with it is known as perceived benefits. On the other hand, perceived hurdles include all of the barriers that people believe stand in the way of becoming vaccinated, including worries about adverse reactions, false information, and practical difficulties. For example, a research discovered that although many people thought the COVID-19 vaccines worked, their willingness to get vaccinated was greatly impacted by worries about possible adverse effects and false information[117].

In order to increase market women's compliance, it is imperative to address these obstacles through focused media campaigns that accurately convey information about the safety and effectiveness of vaccines.

Cues to action are outside variables that set off the process of choosing healthy habits. In this sense, media initiatives are crucial because they act as cues for market women to be vaccinated. For instance, the Nigerian "Follow Who Know Road" campaign successfully raised vaccination rates by reaching millions of people and urging them to get vaccinated through the

distribution of tailored messages on radio and television[118]. The campaign showcased the effectiveness of health communication by enhancing the perceived benefits of vaccination and refuting misinformation through the use of culturally appropriate storylines and reliable spokespeople.

Another essential element of the HBM is self-efficacy, or the conviction that one may effectively interact in health-promoting behaviors. Market women are more probable to get vaccinated if they have faith in their capacity to get and administer the shot. Research suggests that increasing self-efficacy via community support and education can result in increased vaccination rates[119]. Media campaigns that offer helpful advice on how to become vaccinated, including with specifics on nearby vaccination locations and procedures, can greatly increase market women's sense of self-efficacy. According to the Health Belief Model, public health initiatives can dramatically increase vaccination rates among populations by addressing perceived susceptibility and severity, highlighting the benefits of vaccination while reducing perceived barriers, using efficient cues to action through media campaigns, and enhancing self-efficacy. The successful implementation of these strategies is crucial for promoting greater awareness, positive attitudes, and increased compliance with COVID-19 vaccination regulations, ultimately contributing to the overall health and safety of communities in Southwest Nigeria.

2.2.3 Selectivity Theory

According to the Selectivity theory propounded by Leon Festinger in year 1957, which is frequently used in the communication industry, people choose material that supports their preexisting attitudes, values, and beliefs[131]. A number of factors can be examined when applied to the study "Media Campaign as Determinants of Market Women's Awareness, Attitude and Compliance towards COVID-19 Vaccination Regulations in Southwest Nigeria":

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- **Selection of Media:** Selectivity theory states that people tend to select media channels and outlets that align with their preexisting attitudes and opinions. Understanding the communication platforms (social media, radio, television, community meetings) that women in the Southwest Nigerian market like and trust is essential to their attempts to raise awareness of the COVID-19 vaccine. The study might look into which media outlets have the biggest impact on market women's knowledge, attitudes, and adherence to COVID-19 vaccination laws[120].
- **Confirmation Bias:** According to selectivity theory, people choose to ignore contradicting information in favor of information that supports their preexisting ideas. Market women who are apprehensive or resistant to vaccination in the setting of COVID-19 may be more inclined to tune out communications that encourage vaccination and instead focus on information that confirms their doubts. Recognizing the ways in which confirmation bias affects the media Consumption patterns amongst market women should shed light on how to create vaccination awareness efforts that are more successful.
- **Selective Exposure:** According to this part of Selectivity theory, people actively look for media that supports their beliefs and steer clear of information that goes against them. Researchers might investigate in the study if market women actively look for information on the COVID-19 vaccination or if they generally steer clear of such advertising. In order to engage hesitant or resistant market women, targeted messaging techniques can be developed with an understanding of patterns of selective exposure.
- **Media Effects:** Selectivity theory also recognizes that people's opinions and behaviors are influenced by the media they consume. As part of the inquiry, the study will assess the effects on market women's knowledge, attitudes, and adherence to vaccination laws of contact to COVID-19 vaccination advertisements using a variety of media platforms

(such as radio jingles, television commercials, and social media posts)[121]. Through a comparative analysis of the effects of various media messages, the study aims to determine the most effective content categories for promoting behavior change among market women.

With regard to vaccinations, this theory offers a theoretical framework for comprehending how people selectively interact with media messages and how this affects their attitudes and actions. This knowledge can help build more focused and efficient communication campaigns to encourage this population's uptake of the COVID-19 immunization[132].

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2.3 Empirical Review

2.3.1 Media Campaign and Awareness of COVID-19 Vaccination

Numerous empirical studies have examined the connection connecting media campaigns and public knowledge of the COVID-19 vaccine in a variety of settings and demographics. This study looks at studies that shed light on how media efforts have affected public knowledge of the COVID-19 vaccine[133].

The effect of communication campaigns on German citizens' intent and awareness regarding the COVID-19 immunization was investigated. Their research showed that focused media campaigns greatly raised public knowledge of the advantages and security of COVID-19 vaccinations. The study underlined the significance of having faith in information sources and pointed out that awareness-raising initiatives showcasing health professionals were especially successful[121].

The usefulness of social media efforts in raising young adults' knowledge of the COVID-19 vaccination among Americans was investigated in a study. According to their research, social media sites particularly *Instagram* and *Twitter*were vital in spreading knowledge and raising awareness. The study emphasized that social media's interactive features are crucial for drawing in young viewers and enhancing their knowledge of vaccination[122].

The impact of mass media initiatives during the COVID-19 pandemic in China was examined in a study. The study demonstrated the great efficacy of mass media, such as radio, newspapers, and television, in spreading knowledge about the COVID-19 immunization. The significance of vaccination was shown to be reinforced and common misunderstandings were addressed by the researchers using repeated and consistent messaging[123].

A study looked at how media efforts affected rural India's knowledge of the COVID-19 immunization. Their study showed that the best medium to reach people in rural areas were community-based radio and television. The study emphasized the value of communications that are culturally appropriate and aligned with local customs and beliefs in order to increase vaccine acceptance and awareness[124].

A survey-based study was carried out in the UK to evaluate the impact of public health initiatives on the knowledge of COVID-19 vaccine. Their findings showed that government-led initiatives considerably raised awareness levels, particularly those that provided accessible and comprehensible information. Additionally, the study discovered that enhancing public acceptance and knowledge of vaccines required programs that addressed vaccine hesitancy and disinformation[125].

Research looked at how media coverage affected Americans' knowledge of the COVID-19 vaccine in a variety of ethnic groupings. Their research showed that focused media initiatives, especially in underprivileged and minority areas, were effective in increasing awareness. The significance of utilizing various media outlets to guarantee extensive coverage and outreach was underscored by the researchers[127].

A study examined how well media efforts worked to raise awareness of the COVID-19 vaccine in Nepal. According to their research, social media initiatives in addition to radio and television commercials were successful in increasing public awareness. According to the research, initiatives that included local leaders and influencers gained more legitimacy and trust from the populace[127].

States that conducted the program had greater immunization rates than states that did not, according to a national quasi-experimental study. The campaign deliberately targeted public

participation, drawing on behavior change theories such as the motivation-opportunity-ability framework, social norms, and diffusion of innovations[122].

Two randomized controlled trials shed more light on the efficacy of the campaign. Among those exposed to the campaign, the first study found a decrease in vaccine hesitancy and an increase in pro-vaccination social norms[125,126]. The results of the second trial did not reach statistical significance, but they did point to an upward trend in vaccination rates within the intervention group[127].

Together with influencing psychosocial factors including social norms and vaccine reluctance, these studies provide empirical evidence that the social media campaign was successful in raising awareness of the COVID-19 virus in Nigeria. Robust sampling and broad reach were made possible by novel social media-based data collection methods, such as chatbots and targeted digital advertising[128].

The studies' empirical evidence continuously highlights the crucial role that media campaigns have in increasing public knowledge of the COVID-19 immunization. Successful campaigns have credibility, cultural relevance, and make use of a variety of media channels to reach a broad spectrum of audiences.

The significance of effective communication efforts in public health programs to increase vaccine knowledge and uptake is highlighted by these findings.

2.3.2 Media Campaign and Attitude towards COVID-19 Vaccination

Using a variety of approaches and theoretical frameworks, recent research have examined the significant influence of media campaigns in forming attitudes on the COVID-19 vaccination: The effectiveness of a social media effort to change attitudes toward vaccination was evaluated in two randomized controlled trials that were carried out in Nigeria. Compared to control

groups, those exposed to the campaign showed a large decrease in vaccine reluctance and a significant improvement in pro-vaccination social norms. Despite not reaching statistical significance, later results showed encouraging trends toward higher immunization rates within the intervention cohort[129].

Further support for these findings came from a national quasi-experimental study conducted in Nigeria, which showed higher vaccination rates in the states where the extensive social media promotion was carried out than in non-intervention areas[130]. Based on theories of behavior change, including the motivation-opportunity-ability framework, social norms, and the diffusion of innovations, the drive used focused messaging to increase public awareness and involvement.

The research on how social media influences people's perceptions around COVID-19 immunization was compiled in a comprehensive review. Higher social media exposure was consistently correlated with lower intentions to get vaccinated, according to cross-sectional research, which suggests that the link is more complex and depends on context and content[131]. Social media discussions were subjected to thematic analyses, which revealed recurrent themes of vaccine hesitancy. This suggests that the platform has the capacity to intensify public worries and disinformation.

Additionally, research on the polarization of conversation surrounding the COVID-19 vaccine on social media platforms highlighted a noteworthy characteristic of polarization: the spread of false information and differing viewpoints. This polarization highlights how social media may be used to spread factual information while also escalating vaccine reluctance, which calls for focused initiatives to reduce false information and improve public confidence in vaccines[132].

One well-known study looked at the results of a nationwide social media campaign in all 37 states of Nigeria that promoted COVID-19 vaccination. The researchers employed a quasi-experimental design to test two main hypotheses: first, that exposure to the social media campaign during treatment states would result in higher rates of COVID-19 vaccination when compared to non-treatment states; and second, that higher vaccination rates in the future would be associated with lower levels of vaccine hesitancy at earlier stages. Participants in treatment states reported being more willing to get vaccinated than those in non-treatment states, indicating a considerable favorable influence of the campaign on attitudes about vaccination, according to the study. This study emphasizes how targeted media initiatives can change public perceptions and lower vaccine hesitancy[133].

Anambra State market women were the subject of another study that shed light on the influence of vaccine information availability on attitudes regarding immunization uptake. The study found that participants' readiness to admit the vaccine increased by 32.4% as a result of contact to different media sources and how vaccination messages were framed. The results showed the importance of good communication techniques in public health activities, showing that positive attitudes regarding vaccination were strongly influenced by clear and accessible information through media campaigns. In a separate setting, a Benin City survey of teachers evaluated how they perceived and approved of COVID-19 immunization media ads.

The study discovered that teachers' attitudes toward vaccinations were more positive when they were exposed to regular and educational media messages. The study revealed that favorable views and vaccination encouragement among educators were greatly influenced by media efforts that clearly conveyed the advantages and safety of vaccines134. This emphasizes how customized messaging that appeals to particular demographic groups is necessary to increase vaccination efforts' efficacy.

Furthermore, a more thorough examination of social media's impact on attitudes around vaccination revealed that these platforms had the power to dramatically alter societal norms related to vaccination. According to the study, social media initiatives that promote a feeling of belonging and group responsibility may improve people's favorable opinions toward vaccinations.

By creating an environment where vaccination is perceived as a normative behavior, these campaigns can effectively reduce hesitancy and promote acceptance. This emphasizes how crucial it is to use social media for community participation and norm-building in addition to information distribution[135].

A thorough analysis of numerous media campaigns conducted in diverse areas also showed that initiatives that used a variety of media channels, including television and radio, social media were more effective at influencing public opinion toward vaccinations. The review emphasized that integrated campaigns, which blend educational content with emotive appeals, tend to connect more deeply with the public and boost vaccination acceptance[136]. This supports the notion that, in order to effectively address vaccine hesitancy and improve public attitudes concerning COVID-19 vaccination, a multimodal approach is necessary.

The idea that media campaigns are essential in influencing public opinion on the COVID-19 vaccination is robustly supported by these empirical data. Research constantly shows that vaccination acceptance can be greatly increased by employing efficient communication tactics, especially those that offer information that is understandable, approachable, and culturally appropriate. Public health initiatives continue to depend on strong media campaigns to shape attitudes and vaccination-related behaviors as the pandemic develops[137].

2.3.3 Media Campaign and Compliance to COVID-19 Vaccination

Recent research has used a variety of approaches and theoretical frameworks to examine the effect of media campaigns on encouraging COVID-19 vaccination compliance. These studies include:

States that launched a social media campaign saw greater vaccination rates than non-intervention states, according to a statewide quasi-experimental review carried out in Nigeria. The campaign's goal was to increase vaccine compliance and public participation. It was based on behavior change theories, including the motivation-opportunity-ability framework, social norms, and the diffusion of innovations[138].

The impact of the program was investigated in two randomized controlled trials that were carried out in Nigeria. Comparing participants exposed to the campaign to control groups, the first study showed a significant change in pro-vaccination social norms and a notable decrease in vaccine hesitancy.

Preliminary data from the second research indicated higher immunization rates in the therapy group, while significant statistical was not entirely attained[139].

A study conducted in Benin City, Edo State, Nigeria, looked at teachers' opinions and acceptability of COVID-19 vaccination media advertisements in particular secondary schools. Although the whole text was not available, precise findings regarding compliance were not provided; however, the study does help to clarify how locals view and react to immunization efforts.

The effectiveness of social marketing public health programs in Korea, which markedly raised voluntary COVID-19 vaccination rates, was emphasized in a review of the literature. By August 2022, the program had successfully reduced vaccine reluctance and encouraged population-wide behavior adaption, achieving high immunization coverage, including booster doses[132].

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Germany's COVID-19 vaccination compliance was examined by Betsch, Böhm, and Chapman in relation to danger communication and media campaigns. According to their findings, efforts that emphasized the dangers of not getting vaccinated as well as the advantages of herd immunity dramatically raised vaccination rates. The study emphasized how crucial it is to use consistent, unambiguous messaging to encourage public health compliance.

A study looked at how well media advertising worked in Australia to increase COVID-19 immunization compliance. Multimedia efforts that used social media, radio, and television proved to be very successful in encouraging compliance. According to the study, the messages' repetition served to emphasize the value of immunization and increased compliance rates[140].

A study investigated the role of government-led media campaigns in China. Their findings indicated that campaigns that included endorsements from trusted public figures and detailed information about the vaccination process were particularly successful in increasing compliance. The study emphasized the role of authority and trust in public health campaigns[141].

A study on the effect of targeted media campaigns on compliance among minority communities was carried out in the United States. The results of the study demonstrated the importance of cultural sensitivity in public health messaging[142]. Another study looked at the effect of fear-based media campaigns on compliance in Switzerland. The study found that while fear-based messages initially increased compliance, they also caused anxiety and resistance over time. The study suggested a balanced approach, combining fear-based elements with positive reinforcement, to maintain compliance[143].

The importance of information lucidity in media marketing was assessed by a study. According to their findings, compliance rates were greatly increased by providing simple, unambiguous information on the safety and efficacy of vaccines. The study found that improving compliance required addressing common misconceptions and simplifying the information[144].

Empirical data from these seven research show that effective media efforts are essential for increasing COVID-19 immunization compliance. Campaigns that are successful typically have trustworthy endorsements, cultural sensitivity, clear and consistent messaging, and interesting content. These findings underscore the importance of strategic communication in public health efforts to improve vaccination compliance.

2.3.4 Media Campaign, Awareness, Attitude and Compliance

While the results of numerous studies have assisted people in reaching crucial junctures in their lives and making critical decisions, the result of knowledge attitude on compliance has recently attracted the attention of many people worldwide, from academics to businesses[145].

In an effort to ensure that public health standards and behavior patterns are followed globally, relevant parties have recently adopted knowledge attitude principles[146].A comparison between dental faculty members and students was based on their knowledge, attitude, and compliance with recommended infection control guidelines, according to a study conducted to look into these topics among dental faculty members and students at King Saud University, Riyadh, Kingdom of Saudi Arabia, which produced roughly comparable knowledge percentages. It also showed that, in contrast to their adherence to the infection control recommendations, faculty members' attitudes to infection management in the dental clinic were more positive, although this was not the case for students. Regarding their adherence to infection control policies and guidelines, dental faculty members and students do not differ statistically significantly in their knowledge or attitudes. Despite a lack of fundamental understanding of infection control standards among the community, the survey found that KSU faculty members and undergraduate dental students showed good adherence to infection control guidelines[144].

According to the results of a cross-sectional study on COVID-19 knowledge, attitudes, and practices among Saudi Arabian citizens, the majority of learning participants have elevated

levels of knowledge, positive attitudes, and effective COVID-19 practices. Nonetheless, when it comes to COVID-19, men are less knowledgeable, less upbeat, and less diligent than women. The survey also discovered that elderly folks are probably more knowledgeable and experienced than younger adults. The study found that as this specific vulnerable population may be more likely to get COVID-19, focused health education initiatives should be focused on them. For instance, targeting men specifically in health education initiatives may result in a considerable increase in understanding of COVID-19 vaccine regulations[49].

An investigation into people's understanding, beliefs, and behaviors regarding COVID-19 According to an epidemiological survey conducted in North-Central Nigeria, respondents primarily learned about COVID-19 from television and modern communication channels like social media. The majority of respondents expressed support for following government IPC guidelines for face mask use, better personal hygiene, and social distancing/self-isolation. Many of the respondents, meanwhile, felt that not enough was being done by the government to stop COVID-19 in Nigeria. The study found a strong correlation between attitudes toward preventive measures and awareness of COVID-19. Few respondents would take COVID-19 vaccines when they become accessible, despite the fact that some respondents lack faith in the current involvement by Chinese doctors[56]. The study found that participants had good knowledge and attitudes, but community-based health campaigns are required to adopt positive attitudes and use accurate, misconception-free intervention techniques.
The majority of respondents to a cross-sectional survey on the knowledge, attitudes, and perceptions of the university community regarding the COVID-19 pandemic at the Federal University of Agriculture, Abeokuta, Nigeria, believed that the lockdown was required and that COVID-19 was a biological weapon. But they believed that not enough was being done by the Nigerian government to stop the COVID-19 virus from spreading. The study came to the

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conclusion that how the university community views COVID-19 has an impact on public health campaigns, adherence to preventive measures, and bilateral ties with other countries.

An additional investigation conducted in Turkey regarding the public's awareness and adherence to COVID-19 preventive measures demonstrated that women under 65, single, with a university degree, and residing in a village or town had a higher level of knowledge regarding protecting themselves against the disease than other groups with similar characteristics. Women who were married, lived in cities, and were between the ages of 36 and 50 were shown to have greater compliance scores with the measures. The study found that different demographic variables had an impact on the degree of knowledge about COVID-19 disease prevention and the degree of compliance with measures. The age group, gender, marital status, educational attainment, and place of habitation of the broad population must all be taken into account when increasing societal awareness of epidemic diseases in order to effectively manage them[49].

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2.4 Conceptual Framework

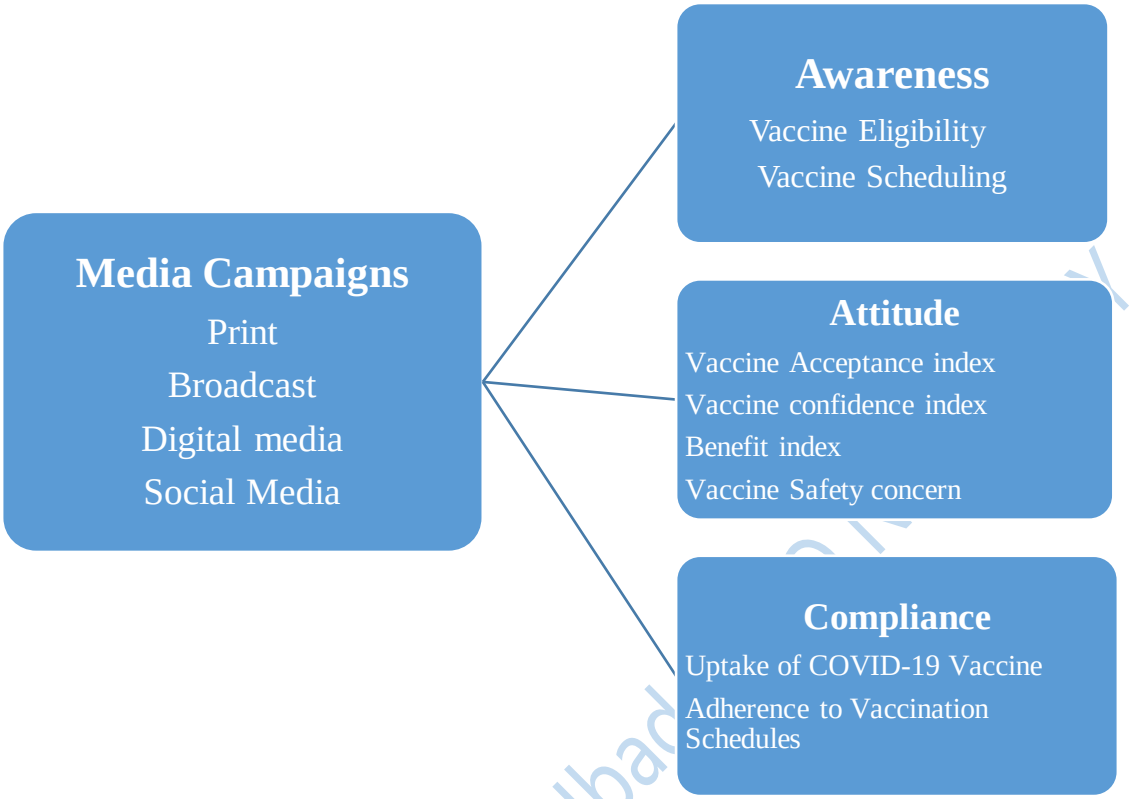


Figure 2.1: Conceptual Framework for the Study: **Source: Researcher 2014**

The conceptual model proposed here is based on the understanding that media campaigns play a crucial role in shaping the awareness, attitudes, and compliance of market women towards COVID-19 vaccination regulations in Southwest Nigeria. The model incorporates the key factors that influence the effectiveness of media campaigns in this context.

2.4.2 Variables and Relationships

1. **Media Exposure (ME):** Market women's experience to COVID-19 vaccination-related media campaigns is measured by this variable. The amount of time, duration, and kind of media exposure (e.g., print, radio, television, and social media) are some of the factors that affect it.
2. **Vaccination Awareness (VA):** This variable measures market women's awareness of

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the COVID-19 immunization. It is affected by things like how easily messages in the media are understood, how reliable the source is, and how applicable the information is to their day-to-day activities.

3. Vaccination Attitude (VA): This variable assesses market women's attitudes toward the COVID-19 immunization, both favorable and unfavorable. It is impacted by things like the perceived risks and advantages of vaccination as well as the perceived social norms surrounding vaccination.

4. Vaccination Compliance (VC): Market women's adherence to COVID-19 immunization requirements is measured by this variable. It is impacted by things like the belief that vaccinations are effective, the belief that noncompliance poses a risk, and the belief that compliance is expected in social standards.

2.4.3 Relationships between Variables

Media Exposure (ME) → Vaccination Awareness (VA): Market women are more likely to hear about the COVID-19 vaccination if they are exposed to media efforts, which has a favorable correlation with vaccination awareness.

Vaccination Awareness (VA) → Vaccination Attitude (VA): Since greater knowledge about the COVID-19 vaccination is expected to result in a further optimistic attitude toward immunization, vaccination awareness and attitude are positively correlated.

Vaccination Attitude (VA) → Vaccination Compliance (VC): A favorable attitude toward vaccination is likely to result in improved compliance with vaccination rules, so there is a positive correlation between vaccination compliance and vaccination attitude.

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2.5 Summary of Gaps in Literatures Reviewed

Regarding the research evaluated for this work, it is noted that none of the studies examined the evaluation of media campaigns regarding market women's awareness, attitudes and compliance with the COVID-19 immunization in the South-West Geopolitical Zone of Nigeria. Even though the majority of those research concentrated on using knowledge attitude to increase compliance, they did not examine its impact on market women's COVID-19 vaccination rates; instead, they concentrated more on using knowledge attitude as a preventive approach against COVID-19.

The populations of the evaluated research were citizens of Haiti, residents of rural areas, and out-patients of the gynecology and obstetrics Department of Civil Hospital in Karachi, Rajshahi district in Bangladesh, Public residents in the southern Indian region, glaucoma patients in Tanzania, dental faculty and students at King Saud University in Riyadh, the Kingdom of Saudi Arabia, North-Central Nigerians, the community surrounding the Federal University of Agriculture in Abeokuta, Nigeria, and Turkey. The population of none of the analyzed research is made up of market women. Also, from the aforementioned sorts of literature, none of the reviewed studies focused on assessment study per say, their focus were cross-sectional, epidemiology, etc. Hence, these facts created a search gap which this study seeks to fill by assessing media campaign on awareness, attitude and compliance with COVID-19 vaccination regulation among market women in Southwest Nigeria.

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Chapter Three

Methodology

This chapter explains the methodology used to undertake the study. This includes the research design, population, sample and sampling technique. It also provides information on research instruments, data collection and ethical considerations procedures respectively.

3.1 Research Design

The study adopted a correlational research design. This design aimed to explore and understand the relationships between and among the variables in the study: media campaigns and awareness, attitudes, and compliance behaviors of market women regarding COVID-19 vaccination. Because it permits the measurement of the direction and intensity of connections between the variables without requiring any manipulation, correlational design is especially suitable for this inquiry. While interview captures in-depth opinions and contextual elements, the questionnaire enabled the collection of quantitative data from a wide sample, offering a broad overview of trends and patterns. By using a correlational design, the results were more robust and allow for a more thorough examination of the ways in which media campaigns affect market women's vaccination outcomes in Southwest Nigeria.

3.2 Population of the Study

The population of the study consisted of market women in popular markets in Southwestern states of Nigeria and Government Healthcare Management Officers (COVID-19 vaccination units) in the Ministries of Health in the local Goernments of the selected states.

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Table 3.2.1: Estimated Population of Selected Popular Markets in the Six States in the Southwest Geo-Political Zone of Nigeria

Six Popular Markets in Southwest, Nigeria	Name of Markets	Estimated Population
Lagos	Oshodi Market	2,535,200
Oyo	Dugbe Int'l Market, Ibadan.	3,545
Ogun	Olabisi Onabanjo Int'l Market, Ijebu-Ode	4,520
Ekiti	Oja Oba Market, Ado-Ekiti	564
Ondo	Mofe Rere market, Town Hall	1,046
Osun	Ota Efun Market, Osogbo	276
Total estimated Population of selected Market Women		**2,545,151**

Source: Researcher's Fieldwork, 2024

3.3 Sample and Sampling Techniques

Multi-stage sampling procedure was adopted for this study. Firstly, Stratified sampling was utilized to select one popular market in each of the six states of the South-Western Nigeria. (Oshodi Market, Lagos State; Dugbe Market, Ibadan Oyo State; Olabisi Onabanjo Int'l Market, Ijebu-Ode Ogun State; Mofe Rere market, Town Hall, Ondo; Ota Efun Market, Osogbo, Osun State and Oja-Oba market in Ekiti State.

Secondly, Purposive sampling technique was used to select one hundred (100) market women from each of the six selected markets from the six states of South-Western Nigeria. Therefore, the sample size used for this study was six hundred (600) market women (100 each from each states) respectively. Lastly, Convenience sampling technique was used to select respondents from the selected markets.

Also, one (1) government designated health officer was interviewed at Government Healthcare Management Offices from each state, that is, Vaccination Departments in the Ministries of

Health in the local Government of the selected States. That is, Lagos, Ogun, Oyo, Ondo, Ekiti and Osun States repectively.

3.3.1 Sample and Sampling Techniques

Stratification	Purposive	Convenience
Six Southwestern States of Nigeria.	Selected Popular Market in each state in the Southwest	600
Lagos	Oshodi Market	100
Oyo	Dugbe Int'l Market, Ibadan.	100
Ogun	Olabisi Onabanjo Int'l Market, Ijebu-Ode	100
Ekiti	Oja Oba Market, Ado-Ekiti	100
Ondo	Mofe Rere market, Town Hall	100
Osun	Ota Efun Market, Osogbo	100

Source: Researcher's Fieldwork, 2024

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3.3.2 List of Health Centres used for the Study

i. Lagos State: Oshodi Isolo Primary Health Care Centre.

ii. Oyo State: Dugbe Primary Health Care Centre, Ibadan North /West Local government

iii. Ekiti State : Primary Health Care Development Agency, Ado, Ekiti State

iv. Osun State: Olorunda Local Government Primary Health Care Centre, Oshogbo

v. Ondo State: Ondo West Local Government Primary Health Care Centre.

vi. Ogun State: Ijebu Ode Primary Health Care Centre.

3.4 Description of the Research Instruments

The primary instruments used for data collection in this study were a self-designed questionnaire and a key informant interview guide, both carefully structured to address the objectives of the research.

The questionnaire, designed by the researcher, served as the main tool for gathering quantitative data from the respondents. It was systematically divided into five (5) sections, labeled Sections A to E, to comprehensively capture relevant information:

- **Section A: (Demographic Data):** This section contained items designed to obtain essential background information about the respondents, such as age, gender, educational qualification and occupation. These demographic variables provided a context for interpreting the responses in the subsequent sections.

- **Section B (Media Campaigns):** This section focused on assessing media campaigns utilized for respondents' (market women) awareness, attitude and compiance to COVID-19 vaccination regulation in South-west Nigeria.

- **Section C (Awareness):** Items in this section measured the level of awareness among respondents concerning the focal issue of the study.

- **Section D (Attitude):** This section examined the respondents' attitudes towards media campaigns on COVID-19 vaccination regulation.

- **Section E (Compliance):** This final section explored the extent of respondents' compliance or behavioral responses in relation to media campaigns on COVID-19 vaccination regulation.

Additionally, a key informant interview (KII) guide was employed to collect qualitative insights from health officials within the primary health units in the Local government areas of the selected markets. This instrument was semi-structured, allowing for flexibility in probing deeper into issues of interest, thereby complementing the data obtained through the questionnaire.

Both instruments were designed to ensure alignment with the study objectives and research questions and to facilitate the collection of rich and reliable data for analysis.

3.5 Validity of the Research Instruments

To ensure the validity of the research instruments, both the content validity and face validity were rigorously established prior to data collection. Content validity was achieved through a systematic evaluation process involving the thesis supervisor and other subject-matter experts within the Department. Each section of the instruments—the structured questionnaire and the Key Informant Interview (KII) guide—was carefully reviewed to determine its alignment with the research objectives, conceptual framework, and the constructs being measured: market women's awareness, attitude, and compliance towards COVID-19 vaccination regulations.

During this validation process, experts assessed the clarity, comprehensiveness, and appropriateness of the questions to ensure they accurately captured the intended variables without ambiguity or bias. Feedback from these consultations was critically examined, and necessary modifications were effected to improve wording, eliminate redundancies, and enhance logical sequencing. This process ensured that the final instruments possessed a high degree of construct and content validity, thus providing a sound basis for empirical investigation in the field.

3.6 Reliability of the Research Instruments

Reliability of the instruments was established through a pilot study designed to assess both the stability and internal consistency of the questionnaire and the Key Informant Interview guide. The pilot was conducted at Obada Market in Ijebu-North Local Government Area and Oke-Aje Market in Ijebu-Ode, Ogun State, with additional input from the Ogun State Ministry of Health at the local government level.

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A total of 20 market women participated in the pilot survey—10 from each market—while one key official, the vaccination officer at Ijebu-North Local Government, participated in the pilot interview. The pilot allowed for identification of unclear or ambiguous items, which were subsequently revised to enhance precision and respondent comprehension.

To quantitatively assess reliability, Cronbach's Alpha coefficient was employed to measure the internal consistency of the questionnaire scales. The results were as follows:

Awareness of COVID-19 vaccination regulations among market women: 0.871

Influence of vaccination awareness on vaccination attitude: 0.856

Influence of vaccination attitude (via media campaigns) on compliance: 0.824

Influence of media campaign exposure and trust in information sources on compliance: 0.899

A Cronbach's Alpha value of 0.70 or above indicates acceptable reliability for social science research. Therefore, all scales in this study exceeded the recommended threshold, confirming the instruments' suitability for the main data collection phase. This high internal consistency demonstrates that the instruments will likely yield stable and dependable results when administered under similar conditions.

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Table 3.2 Reliability Value of the Research Instrument

Section	Construct	Cronbach Alpha
Ai	Evaluation of the extent of media campaign on awareness among market women in Southwest Nigeria through media campaigns on COVID-19 Vaccination regulations	0.871
Aii	Extent of media campaigns influence on vaccination attitude among market women in Southwest Nigeria.	0.856
Aiii	How vaccination attitude through media campaigns influence compliance with vaccination regulation among market women in Southwest Nigeria.	0.824
Bi	How media campaigns on awareness, attitude and compliance Influence COVID-19 vaccination regulation among market women in Southwest Nigeria.	0.899
Overall		**0.863**

Source: Field Survey, 2024

3.7 Methods of Data Collection

Questionnaire was utilized to collect data from the respondents and were administered through face-to-face approach to the respondents. The administration and retrieval of the copies of questionnaire was done by the researcher with his colleagues and six other trained research assistants across the states of the Southwest of Lagos, Ogun, Oyo, Ondo, Osun and Ekiti, who are proficient in English language and the dominant language of the people of Southwestern Nigeria (Yoruba) and pidgin English, helping in gathering data including interpreting the research questions and respondents' responses.

Qualitative data was gathered through key informant interview through the help of trained research assistants whereby the vaccination officers in each of the Local governments of the sampled markets were interviewed, taped and transcribed for thematic analysis.

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3.8 Methods of Data Analysis

This study employed descriptive statistics analysis. The responses to each of the research questions given by the respondents were scored using tables. The obtained results were displayed as frequency counts with calculated percentages. In addition, replies obtained via distributing copies of the questionnaire and interview guide were used as additional information while analyzing the study's conclusions. For Qualitative data, thematic analysis was employed using NVivo 12.

Regression and correlation analysis were used for the study's hypotheses. Information gathered via survey and interviews were interpreted and summarized using descriptive statistics. Correlation analysis determined the strength and direction of relationships between media campaigns and market women's awareness, attitudes, and compliance towards COVID-19 vaccination. Regression analysis then assessed the predictive power of media campaigns on the outcomes, confirming or refuting the hypothesized relationships.

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Chapter Four

Results and Discussion of Findings

4.0 Introduction

This chapter provides the analysis of data gathered through survey questionnaires and interviews used to gather data on the media campaigns utilized for awareness,attitude and compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria; the level of awareness about COVID-19 vaccination regulation among market women in Southwest Nigeria; the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulations; the level of compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria; the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulations; the relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulation; the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulations; and the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulations.

4.1 Data Presentation

4.1.1 Demographic Data Analysis

Four items under section A of the survey questionnaires provided demographic data of selected respondents. While items under section B of the survey questionnaires provided data on the media campaigns used for COVID-19 vaccination regulation awareness, attitude and compliance among market women in Southwest Nigeria; the level of awareness about COVID-19 vaccination regulations among market women in Southwest Nigeria; the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation; the level of

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compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria; the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation; the relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulations; the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation; and the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulations.

Table 4.1: Demographic Information of Respondents (N=600)

Demographic Statement	**Study Sample**		
S/No	**Characteristics**	**Frequency**	**Percentage %**
1. **Age Group**	20-30 years	60	10
	31-40 years	240	40
	41-50 years	60	10
	51-60 years	120	20
	61 and above	120	20
2. Marital Status	Married	240	40
	Single	120	20
	Divorced	120	20
	Widowed	60	10
	Separated	60	10
3. Level Education	Primary	120	20
	Secondary	360	60
	Higher	120	20
4.Name & Address of Market	Bolade Market,Oshodi, Lagos State	100	16.67
	Dugbe Market, Oyo State	100	16.67
	Bisi Onabanjo Market, Ogun state	100	16.67
	Oja Oba Market, Ado-Ekiti	100	16.67
	Mofe Rere market, Ondo State	100	16.67
	Ota Efun Market, Osun State	100	16.67

Source: Field Survey, 2024

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Table 4.1 contains age group, marital status, level of education and names and address distribution of respondents. It shows that 60 (10%) of the total respondents were between the age of 20 and 30 years; 240 (40%) of them were between 31 and 40 years; 60 (10%) of them were between 41 and 50 years; 120 (20%) of them were between 51 and 60 years; and 120 (20%) of them were 61 and above.

Table 4.1 also shows that 240 (40%) of the total respondents were married; 120 (20%) of them were single; 120 (20%) of them were divorced; 60 (10%) of them were widowed; and 60 (10%) of them were separated.

Table 4.1 equally shows that 120 (20%) of the total respondents had primary education; 360 (60%) of them had secondary education; and 120 (20%) of them had higher education.

Additionally, table 4.1 shows that 100 (16.67%) of the total respondents were from Oshodi Market, Lagos State; 100 (16.67%) of them were from Dugbe Market, Oyo State; 100 (16.67%) were from Bisi Onabanjo Market, Ogun state; 100 (16.67%) of them were from Oja Oba Market, Ekiti State; 100 (16.67%) were from Mofe Rere market, Ondo State; and 100 (16.67%) were from Ota Efun Market, Osun State.

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4.2 Data Presentation

4.2.1 Analysis of Research Questions

Research Question One: What media campaigns were utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria?

Table 4.2: Table showing the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria (N = 600)

Media	States	SA N (%)	A N (%)	NA N (%)	Mean	Weighted Mean
Radio & TV Prog. Newspaper Pub. **Social Media & Com. Meetings**	**Ogun**	8 (10.0)	64 (80.0)	8 (10.0)	05.55	1.70
Radio & TV Prog. Newspaper Pub. Social Media & Com. Meetings	**Oyo**	64 (80.0)	8 (10.0)	8 (10.0)	06.09	1.65
Radio & TV Prog. Newspaper Pub. Social Media & Com. Meetings	**Lagos**	16 (20.0)	64 (80.0)	0 (00.0)	05.02	2.30
Radio & TV Prog. Newspaper Pub. Social Media & Com. Meetings	**Osun**	40 (50.0)	0 (00.0)	40 (50.0)	06.45	4.30
Radio & TV Prog. Newspaper Pub. Social Media & Com. Meetings	**Ondo**	16 (20.0)	64 (80.0)	0 (00.0)	05.67	1.90
Radio & TV Prog. Newspaper Pub. Social Media & Com. Meetings	**Ekiti**	0 (00.0)	64 (80.0)	16 (20.0)	05.83	2.10

Source: Field Survey, 2024

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Key: SA = High Strongly Agreed, A = Agreed, NA = Not Agreed, M = Mean, WM = Weighted Mean

Table 4.2 shows the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria. It revealed in Ogun State that 8 (10.0%) of the total number of the respondents (80) from the state who were market women Strongly Agreed that Radio and TV programmes, Newspaper publications, Social Media and Community Meetings were the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria; while 64 (80%) of them Agreed; the remaining 8 (10%) did Not Agree. Whereas in Oyo State: 64 (80%) of them Strongly Agreed, 8 (10%) of them Agreed, and 8 (10%) did Not Agree. In Lagos State: 16 (20%) of them Strongly Agreed, 64 (80%) of them Agreed, and 0 (0%) did Not Agree. In Osun State, 40 (50%) of them Strongly Agreed, 0 (0%) of them Agreed, and 40 (50%) did Not Agree. In Ondo State: 16 (20%) of them Strongly Agreed, 64 (80%) of them Agreed, and 0 (0%) did Not Agree. In Ekiti State, 0 (0%) of them Strongly Agreed, 64 (20%) of them Agreed, and 16 (20%) did Not Agree.

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Research Question Two: What is the level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria?

Table 4.3: Table showing the level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria (N = 600)

States	H N (%)	LH N (%)	NH N (%)	Mean	Weighted Mean
Ogun	16 (20.0)	40 (50.0)	24 (30.0)	38.90	1.65
Oyo	40 (50.0)	24 (30.0)	16 (20.0)	35.58	1.45
Lagos	16 (20.0)	40 (50.0)	24 (30.0)	37.21	2.01
Osun	64 (80.0)	16 (20.0)	0 (00.0)	39.72	1.93
Ondo	72 (90.0)	8 (10.0)	0 (00.0)	34.02	2.00
Ekiti	16 (20.0)	40 (50.0)	24 (30.0)	37.00	1.87

Source: Field Survey, 2024
Key: HE = High, LH = Less High, NH = Not High, M = Mean; WM = Weighted Mean

Table 4.3 shows the level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria. It revealed in Ogun State that 16 (20.0%) of the total number of the respondents (80) from the state which were market women held that level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria was as influenced by media campaigns was High; while 40 (50%) of them believed it was Less High; the remaining 24 (30%) held that it was Not High. Whereas in Oyo State: 40 (50%) of them held it was High, 24 (3%) of them believed it was Less High, and 16 (20%) held it was Not High. In Lagos State: 16 (20%) of them held it was High, 40 (50%) of them believed it was Less High, and 24 (30%) held it was Not High. In Osun State, 64 (80%) of them held it was

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High, 16 (20%) of them believed it was Less High, and 0 (0%) held it was Not High. In Ondo State: 72 (90%) of them held it was High, 8 (10%) of them believed it was Less High, and 0 (0%) held it was Not High. In Ekiti State, 16 (20%) of them held it was High, 40 (50%) of them believed it was Less High, and 24 (30%) held it was Not High.

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Research Question Three: What is the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation?

Table 4.4: Table showing the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation (N = 600)

States	P N (%)	N N (%)	N N (%)	Mean	Weighted Mean
Ogun	8 (10.0)	64 (80.0)	8 (10.0)	05.55	1.70
Oyo	64 (80.0)	8 (10.0)	8 (10.0)	06.09	1.65
Lagos	16 (20.0)	64 (80.0)	0 (00.0)	05.02	2.30
Osun	40 (50.0)	0 (00.0)	40 (50.0)	06.45	4.30
Ondo	16 (20.0)	64 (80.0)	0 (00.0)	05.67	1.90
Ekiti	0 (00.0)	64 (80.0)	16 (20.0)	05.83	2.10

Source: Field Survey, 2024
Key: P = Positive, N = Negative, N = Neutral, M = Mean; WM = Weighted Mean

Table 4.4 shows the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation. It revealed in Ogun State that 8 (10.0%) of the total number of the respondents (80) from the state who were market women held that the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation was Positive; while 64 (80%) of them believed it was Negative; the remaining 8 (10%) held it was Neutral. Whereas in Oyo State: 64 (80%) of them held it was Positive, 8 (10%) of them believed it was Negative, and 8 (10%) held it was Neutral. In Lagos State: 16 (20%) of them held it was Positive, 64 (80%) of them believed it was Negative, and 0 (0%) held it was Neutral. In Osun State, 40 (50%) of them held it was Positive, 0 (0%) of them believed it was Negative, and 40 (50%)

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held it was Neutral. In Ondo State: 16 (20%) of them held it was Positive, 64 (80%) of them believed it was Negative, and 0 (0%) of them held it was Neutral. In Ekiti State, 0 (0%) of them held it was Positive, 64 (20%) of them believed it was Negative, and 16 (20%) held it was Neutral.

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Research Question Four: What is the extent of compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria?

Table 4.5: Table showing the extent of compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria (N=600)

	H N(%)	L N(%)	P N(%)	Mean	Weighted mean
Ogun	16 (20.0)	40 (50.0)	24 (30.0)	38.90	1.65
Oyo	40 (50.0)	24 (30.0)	16 (20.0)	35.58	1.45
Lagos	16 (20.0)	40 (50.0)	24 (30.0)	37.21	2.01
Osun	64 (80.0)	16 (20.0)	0 (00.0)	39.72	1.93
Ondo	72 (90.0)	8 (10.0)	0 (00.0)	34.02	2.00
Ekiti	16 (20.0)	40 (50.0)	24 (30.0)	37.00	1.87

Source: Field Survey, 2024
Key: H = High, L = Low, P = Poor, M = Mean; WM = Weighted Mean

Table 4.5 shows the extent of compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria. It revealed in Ogun State that 16 (20.0%) of the total number of the respondents (80) from the state who were market women held that the extent of compliance towards COVID-19 vaccination regulations among market women in Southwest Nigeria was High; while 40 (50%) of them believed it was Low; the remaining 24 (30%) held that it was Poor. Whereas in Oyo State: 40 (50%) of them held it was High, 24 (3%) of them believed it was Low, and 16 (20%) held it was Poor. In Lagos State: 16 (20%) of them held it was High, 40 (50%) of them believed it was Low, and 24 (30%) held it was Poor. In Osun

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State, 64 (80%) of them held it was High, 16 (20%) of them believed it was Low, and 0 (0%) held it was Poor. In Ondo State: 72 (90%) of them held it was High, 8 (10%) of them believed it was Low, and 0 (0%) held it was Poor. In Ekiti State, 16 (20%) of them held it was High, 40 (50%) of them believed it was Low, and 24 (30%) held it was Poor.

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Research Question Five: What is the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation?

Table 4.6: Table showing the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation in Southwest Nigeria (N = 600)

States	HC N (%)	LC N (%)	NC N (%)	Mean	Weighted Mean
Ogun	8 (10.0)	64 (80.0)	8 (10.0)	05.55	1.70
Oyo	64 (80.0)	8 (10.0)	8 (10.0)	06.09	1.65
Lagos	16 (20.0)	64 (80.0)	0 (00.0)	05.02	2.30
Osun	40 (50.0)	0 (00.0)	40 (50.0)	06.45	4.30
Ondo	16 (20.0)	64 (80.0)	0 (00.0)	05.67	1.90
Ekiti	0 (00.0)	64 (80.0)	16 (20.0)	05.83	2.10

Source: Field Survey, 2024

Key: HC = Highly Correlational, LC = Less Correlational; NC = Not Correlational; M = Mean; WM = Weighted Mean

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Table 4.6 shows the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation. It revealed in Ogun State that 8 (10.0%) of the total number of the respondents (80) from the state which were market women held that the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation was Highly Correlational ; while 64 (80%) of them believed it was Less Correlational; the remaining 8 (10%) held it was Not Correlational. Whereas in Oyo State: 64 (80%) of them held it was Highly Correlational, 8 (10%) of them believed it was Less

Correlational, and 8 (10%) held it was Not Correlational. In Lagos State: 16 (20%) of them held it was Highly Correlational, 64 (80%) of them believed it was Less Correlational, and 0 (0%) held it was Not Correlational. In Osun State, 40 (50%) of them held it was Highly Correlational, 0 (0%) of them believed it was Less Correlational, and 40 (50%) held it was Not Correlational. In Ondo State: 16 (20%) of them held it was Highly Correlational, 64 (80%) of them believed it was Less Correlational, and 0 (0%) of them held it was Not Correlational. In Ekiti State, 0 (0%) of them held it was Highly Correlational, 64 (20%) of them believed it was Less Correlational, and 16 (20%) held it was Not Correlational.

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Research Question Six: What is the relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulation in Southwest Nigeria?

Table 4.7: Table showing the relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulation in Southwest Nigeria (N=600)

	HI N(%)	LI N(%)	NI N(%)	Mean	Weighted mean
Ogun	16 (20.0)	40 (50.0)	24 (30.0)	38.90	1.65
Oyo	40 (50.0)	24 (30.0)	16 (20.0)	35.58	1.45
Lagos	16 (20.0)	40 (50.0)	24 (30.0)	37.21	2.01
Osun	64 (80.0)	16 (20.0)	0 (00.0)	39.72	1.93
Ondo	72 (90.0)	8 (10.0)	0 (00.0)	34.02	2.00
Ekiti	16 (20.0)	40 (50.0)	24 (30.0)	37.00	1.87

Source: Field Survey, 2024
Key: HI = High Impact, LI = Less Impact, NI = No Impact, M = Mean; WM = Weighted Mean

Table 4.7 highlights the relationship between media campaigns and market women's attitudes towards COVID-19 vaccination regulation across selected states in Southwest Nigeria. In Ogun State, out of 80 respondents, 16 (20%) indicated that media campaigns have a high impact on shaping their attitudes towards vaccination regulations, while 40 (50%) believed the campaigns have less impact, and 24 (30%) reported no impact. In Oyo State, 40 respondents (50%) affirmed a high impact, 24 (30%) perceived less impact, and 16 (20%) saw no impact. In Lagos State, 16 (20%) acknowledged a high impact, 40 (50%) identified less impact, and 24 (30%) indicated no impact. Osun State showed a stronger relationship, with 64 (80%) reporting a high

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impact and 16 (20%) citing less impact, with none perceiving no impact. Similarly, in Ondo State, 72 (90%) of market women reported a high impact of media campaigns on their attitudes towards vaccination regulations, while 8 (10%) noted less impact and none indicated no impact. In contrast, Ekiti State mirrored Ogun and Lagos, with only 16 (20%) recognizing a high impact, 40 (50%) seeing less impact, and 24 (30%) stating there was no impact. This distribution shows varying degrees of influence that media campaigns exert on market women's attitudes towards COVID-19 vaccination regulation across the region.

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Research Question Seven: What is the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulations?

Table 4.8: Table showing the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation (N=600)

States	HC N (%)	LC N (%)	NC N (%)	Mean	Weighted Mean
Ogun	8 (10.0)	64 (80.0)	8 (10.0)	05.55	1.70
Oyo	64 (80.0)	8 (10.0)	8 (10.0)	06.09	1.65
Lagos	16 (20.0)	64 (80.0)	0 (00.0)	05.02	2.30
Osun	40 (50.0)	0 (00.0)	40 (50.0)	06.45	4.30
Ondo	16 (20.0)	64 (80.0)	0 (00.0)	05.67	1.90
Ekiti	0 (00.0)	64 (80.0)	16 (20.0)	05.83	2.10

Source: Field Survey, 2024

Key: HC = Highly Correlational, LC = Less Correlational; NC = Not Correlational; M = Mean; WM = Weighted Mean

Table 4.8 shows the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation. It revealed in Ogun State that 8 (10.0%) of the total number of the respondents (80) from the state which were market women held that the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation was Highly Correlational; while 64 (80%) of them believed it was Less Correlational; the remaining 8 (10%) held it was Not Correlational. Whereas in Oyo State: 64 (80%) of them held it was Highly Correlational, 8 (10%) of them believed it was Less Correlational, and 8 (10%) held it was Not Correlational. In Lagos State: 16 (20%) of them

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held it was Highly Correlational, 64 (80%) of them believed it was Less Correlational, and 0 (0%) held it was Not Correlational. In Osun State, 40 (50%) of them held it was Highly Correlational, 0 (0%) of them believed it was Less Correlational, and 40 (50%) held it was Not Correlational. In Ondo State: 16 (20%) of them held it was Highly Correlational, 64 (80%) of them believed it was Less Correlational, and 0 (0%) of them held it was Not Correlational. In Ekiti State, 0 (0%) of them held it was Highly Correlational, 64 (20%) of them believed it was Less Correlational, and 16 (20%) held it was Not Correlational.

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Research Question Eight: What is the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation?

Table 4.9 Table showing the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation (N=600)

States	HC N (%)	LC N (%)	NC N (%)	Mean	Weighted Mean
Ogun	8 (10.0)	64 (80.0)	8 (10.0)	05.55	1.70
Oyo	64 (80.0)	8 (10.0)	8 (10.0)	06.09	1.65
Lagos	16 (20.0)	64 (80.0)	0 (00.0)	05.02	2.30
Osun	40 (50.0)	0 (00.0)	40 (50.0)	06.45	4.30
Ondo	16 (20.0)	64 (80.0)	0 (00.0)	05.67	1.90
Ekiti	0 (00.0)	64 (80.0)	16 (20.0)	05.83	2.10

Source: Field Survey, 2024

Key: HC = Highly Correlational, LC = Less Correlational; NC = Not Correlational; M = Mean; WM = Weighted Mean

Table 4.8 shows the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation. It revealed in Ogun State that 8 (10.0%) of the total number of the respondents (80) from the state which were market women held that the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation was Highly Correlational; while 64 (80%) of them believed it was Less Correlational; the remaining 8 (10%) held it was Not Correlational. Whereas in Oyo State: 64 (80%) of them held it was Highly Correlational, 8 (10%) of them

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believed it was Less Correlational, and 8 (10%) held it was Not Correlational. In Lagos State: 16 (20%) of them held it was Highly Correlational, 64 (80%) of them believed it was Less Correlational, and 0 (0%) held it was Not Correlational. In Osun State, 40 (50%) of them held it was Highly Correlational, 0 (0%) of them believed it was Less Correlational, and 40 (50%) held it was Not Correlational. In Ondo State: 16 (20%) of them held it was Highly Correlational, 64 (80%) of them believed it was Less Correlational, and 0 (0%) of them held it was Not Correlational. In Ekiti State, 0 (0%) of them held it was Highly Correlational, 64 (20%) of them believed it was Less Correlational, and 16 (20%) held it was Not Correlational.

4.2.2 Hypotheses Testing

Four Null hypotheses were tested using Chi-square at the alpha level of significance (probability value) of 0.05.

Ho1: There is no significant relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulations

Table 4.10: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.612	6	0.935
Likelihood Ratio	5.750	6	0.910
Num. of Valid Cases	600		

Ho1 indicates that the level of significance is 0.935 which is higher than 0.05 level of significance; as such, the null hypothesis which states that there is no significant relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulations was rejected and the alternative hypothesis, which specified that there is significant

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relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulations was accepted.

Ho2: There is no significant relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulations

Table 4.11: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.506	6	0.925
Likelihood Ratio	5.720	6	0.908
Num. of Valid Cases	600		

Ho2 indicates that the level of significance is 0.925 which is higher than 0.05 level of significance; as such, the null hypothesis which states that there will be no significant relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulations was rejected and the alternative hypothesis, which specified that there is significant relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulations was accepted.

Ho3: There is no significant relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulations.

Table 4.12: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.490	6	0.929
Likelihood Ratio	5.670	6	0.913
Num. of Valid Cases	600		

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Ho3 indicates that the level of significance is 0.929 which is higher than 0.05 level of significance; as such, the null hypothesis which states that there will be no significant relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulations was rejected and the alternative hypothesis, which specified that there is significant relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulations was accepted.

Ho4: There is no significant combined relationship of media campaigns, awareness, attitude and compliance of market women towards COVID-19 vaccination regulations

Table 4.13: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.627	6	0.918
Likelihood Ratio	5.599	6	0.911
Num. of Valid Cases	600		

Ho4 indicates that the level of significance is 0.918 which is higher than 0.05 level of significance; as such, the null hypothesis which states that there will be no significant combined relationship of media campaigns, awareness, attitude and compliance of market women towards COVID-19 vaccination regulations was rejected and the alternative hypothesis, which specified that there is significant combined relationship of media campaigns, awareness, attitude and compliance of market women towards COVID-19 vaccination regulations was accepted.

To further investigate the data gathered through the use of questionnaire, key personality interview was conducted among the stakeholders. Therefore, thematic analysis was adopted to analyze the qualitative data gathered for this study. NVivo 12 was deployed to analyze data for codification and categorization of themes that led to the discussion. Key informant interview

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was conducted as six individuals were identified for the study to provide in-depth knowledge and understanding about market women's awareness, attitude and compliance towards COVID-19 vaccination regulations. The study seeks to answer the following questions.

Question 1: Probe into the interviewee's background in health management pertaining to COVID-19?

KI-1, (COVID-19, Ondo-West Local Government) has been deeply involved in managing the COVID-19 response within Ondo-West Local Government. He led the task force for vaccination roll-out and coordinated awareness campaigns targeted at vulnerable populations, particularly market women. His focus was on educating the public and addressing vaccine hesitancy through local community engagement.

KI-2, (Oshodi Isolo Community Health Practitioner) is a community health practitioner, his role during the COVID-19 pandemic was to facilitate vaccination outreach programmes in Oshodi Isolo. He collaborated with local health workers to organise sensitization efforts aimed at market women, emphasizing the safety and efficacy of the vaccines.

KI-3, (Ijebu-North Health Authority) managed the COVID-19 immunization efforts in Ijebu-North. His responsibilities included working with local government officials to ensure vaccine access and conducting media campaigns to dispel myths and encourage vaccination among market traders, a demographic that often harboured doubts about vaccines.

KI-4, (Osun State Health Promotion Officer, Osun Primary Health Board) has been in charge of health promotion in Osun State for over a decade. During the pandemic, her department was tasked with creating awareness about COVID-19 and ensuring compliance with vaccination guidelines. She worked with local media, town criers, and community leaders to reach market women across the state.

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KI-5, (COVID-19, Ibadan North West Local Government, Oyo State) supervised the COVID-19 vaccination campaigns in Ibadan North West Local Government. His focus was on ensuring that marginalised groups, including market women, were well informed about the importance of vaccination. They used both traditional media and direct community outreach.

KI-6, (State Primary Health Care Development Agency, Ekiti State, Director, Essential Drugs and Logistics) is a Director of Essential Drugs and Logistics in Ekiti State, she oversaw the distribution of COVID-19 vaccines. He also coordinated media campaigns aimed at increasing vaccine awareness among market women, ensuring that the vaccines were available and the public was educated about their benefits.

Question 2: How do you perceive the overall success of media campaigns in increasing COVID-19 vaccination awareness and compliance among market women?

KI-1 submitted that the media campaigns increased awareness, but compliance remained a challenge. Market women became more informed about the availability of vaccines, but many were still hesitant due to fears of side effects and mistrust in government initiatives.

KI-2 said the campaigns did well in educating market women about the importance of COVID-19 vaccines. However, there was a gap between awareness and actual compliance, largely due to cultural misconceptions and misinformation.

KI-3 viewed the campaigns made more women aware of the vaccine, but compliance was slow. While younger women were more receptive, older women remained skeptical. This shows that while awareness increased, actual uptake needed more effort.

KI-4 said the campaigns were successful in terms of awareness. Most market women now know about the COVID-19 vaccine, but compliance levels are still not where they should be. The

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fear of side effects and long-standing mistrust in health interventions affected the compliance rate.

KI-5 viewed the media campaigns did a good job of getting the word out. However, awareness didn't always lead to action. The market women were well-informed, but many were reluctant to comply due to pre-existing concerns about the vaccine's safety.

KI-6 noticed that while awareness of the vaccine increased, compliance lagged behind. Market women were hesitant, especially because of the rumours surrounding the vaccine. The campaigns were useful, but more community-based interventions were needed to complement media efforts.

Question 3: Were there specific challenges in reaching market women with these campaigns? If so, what were the challenges?

KI-1 said one major challenge was overcoming language barriers. Many market women are not fluent in English, so they had to ensure that the information was communicated in their local languages. Additionally, traditional beliefs often conflicted with modern medicine, making it hard to change attitudes.

KI-2 said market women were difficult to reach because of their busy schedules. Many spend long hours at the market and do not have time to engage with the media. Furthermore, misinformation spread within the market community was a major challenge.

KI-3 said there was a lot of misinformation circulating among the market women, which was hard to counter. They tend to rely on word-of-mouth, and once a rumour takes hold, it becomes difficult to change their minds. Additionally, limited access to smartphones and social media made it harder to reach them through digital campaigns.

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KI-4 submitted that the challenge was largely cultural. Many market women were wary of anything they perceived as being imposed by the government, so they had to use trusted community leaders to bridge that gap. Also, literacy levels were low, so information had to be simplified.

KI-5 said the biggest challenge was distrust. Market women are skeptical of government campaigns, and the vaccine was no exception. Many of them rely on community networks for information, which often spread falsehoods about the vaccine.

KI-6 said reaching market women was challenging due to their reliance on traditional beliefs and herbal medicine. Many believed that they were safe from COVID-19 if they used local herbs. Media campaigns had to counter these deep-rooted beliefs, which wasn't easy.

Question 4: Have you noticed any shift in knowledge or misconceptions about COVID-19 vaccination among market women since the launch of media campaigns?

KI-1 said yes, there has been a slight shift. Younger women, in particular, are more open to vaccination now. However, older market women still hold onto many of the same misconceptions, especially around the idea that the vaccine could cause infertility.

KI-2 viewed that there has been some improvement in knowledge, especially about the safety of the vaccine. However, many market women still believe in conspiracy theories, particularly those claiming the vaccine is harmful or part of a foreign agenda.

KI-3 said a gradual shift is noticeable, but misconceptions still abound. More women are beginning to understand the importance of vaccination, though myths about long-term health effects, such as infertility and even death, are still prevalent.

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KI-4 said she has seen some improvement in the understanding of COVID-19, particularly among younger women. However, a large portion of market women still believes in the old misconceptions, like the vaccine being a tool for population control.

KI-5 said there has been a slight shift in attitudes. Some market women have become more knowledgeable about the vaccine, thanks to consistent messaging. However, the deeply ingrained fears about side effects remain a stumbling block.

KI-6 opined that while knowledge has improved among some market women, misconceptions like the fear of death or long-term complications after vaccination still persist. The campaigns helped, but these deep-seated beliefs take time to change.

Question 5: What are the common attitudes or beliefs about COVID-19 vaccination that health officers encounter when interacting with market women?

KI-1 was of the opinion that health officers often hear that the vaccine will cause infertility or long-term health issues. Many market women believe it's a ploy to reduce the population, a belief rooted in mistrust of government initiatives.

KI-2 submitted that market women frequently express concerns about the safety of the vaccine. Many believe that the vaccine will make them sick, or worse, kill them. There's also a belief that traditional herbs offer better protection than the vaccine.

KI-3 said common beliefs include fear of severe side effects and a misunderstanding of how the vaccine works. Many women think the vaccine will give them the virus itself, rather than protecting them against it.

KI-4 said the most common belief is that the vaccine is part of a conspiracy. Many market women think it's a government plot or a foreign scheme, which makes it difficult to encourage vaccination.

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KI-5 noted that one prevalent belief is that the vaccine is not necessary because COVID-19 is not seen as a real threat. Market women often say they didn't see anyone they knew die from the disease, so they don't feel at risk.

KI-6 viewed that there's a strong belief in the power of local herbs and remedies. Many market women believe they are protected from COVID-19 through traditional medicine, so they don't see the need for a vaccine.

Question 6: What is the relationship between media campaigns and market women's attitudes towards COVID-19 vaccination regulation in Southwest Nigeria?

KI-1 noted that community influence is significant. If respected community leaders or peers get vaccinated, market women are more likely to follow. Trust in these figures outweighs media influence in many cases.

KI-2 said religious beliefs play a huge role. Many women look to religious leaders for guidance, and if those leaders do not support the vaccine, it becomes very difficult to convince their followers.

KI-3 said Social pressure is another factor. If a market woman's peers are getting vaccinated, she is more likely to do so. Conversely, if her circle is against vaccination, it's harder to convince her.

KI-4 believed economic factors also come into play. Market women fear losing a day's work due to side effects from the vaccine, which could affect their income. This economic pressure discourages them from getting vaccinated.

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KI-5 said trust in the government is a major factor. Market women are more likely to comply with vaccination if they trust the government's intentions. Mistrust leads to resistance, regardless of media exposure.

KI-6 believed that family influence is crucial. Many women are influenced by the decisions of their husbands or other family members. If their family supports vaccination, they are more likely to comply, and vice versa.

Question 7: Which communication channels (television, radio, social media, etc.) seem to resonate most effectively with market women and why do you think this is so?

KI-1 said radio has been the most effective. Market women can listen while they work, and local radio stations broadcast in their dialects, which makes the information more relatable.

KI-2 submitted that radio is definitely the most effective channel. It is accessible, and market women can tune in during their daily activities. Social media is less effective because many do not have access to smartphones.

KI-3 viewed that television also has some impact, but radio is by far the most effective. It reaches more women, especially because it can be listened to during work hours and offers content in local languages.

KI-4 opined that radio works best because it reaches a larger audience. Market women don't have much time for TV or social media, but they always have the radio on in the background while they work.

KI-5 noted that radio resonates more because it is easily accessible. Social media is only useful to a small percentage of market women, while TV is often out of reach due to their long work hours.

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KI-6 noted that radio is most effective because of its accessibility and language. Many market women prefer radio stations that broadcast in their native languages, making the messages more relevant and understandable.

Question 8: In your opinion on the contents or messaging of the campaigns, what can be done to further improve or increase their impact on the market women?

KI-1 believed that campaigns need to involve community influencers, such as local chiefs or market leaders. If these figures advocate for the vaccine, market women will follow their lead.

KI-2 said messaging needs to be simpler and in local languages. More real-life testimonies from women who have been vaccinated could help dispel myths and build trust.

KI-3 said the focus should be on addressing specific fears. Campaigns should highlight the safety of the vaccine and counter misconceptions with facts in a straightforward, relatable manner.

KI-4 advocated more direct engagement is needed. Campaigns should include face-to-face discussions in markets where health officials can answer questions directly. Market women trust personal interactions more than media alone.

KI-5 said targeted messages from people the market women trust, such as their peers or community leaders, could increase compliance. Using trusted voices is key to overcoming mistrust.

KI-6 said visuals such as videos or info graphics would be more effective in simplifying the message. Additionally, focusing on the benefits of vaccination, rather than just the risks of COVID-19, would resonate better.

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Question 9: What key takeaways or best practice have you identified for creating effective health campaigns targeting market women?

KI-1 believed that community involvement is crucial. Campaigns should engage trusted local figures who market women respect and look to for guidance.

KI-2 believed that consistency is important. Messages need to be repeated across various channels to ensure that the information sticks. Also, addressing specific myths directly in the campaigns is essential.

KI-3 said combining media campaigns with in-person community outreach is the best approach. Market women respond better to face-to-face interactions, so media should support, not replace, physical engagement.

KI-4 believed that trust is the foundation of any successful campaigns. Building trust through transparent communication and involving community leaders goes a long way in fostering compliance.

KI-5 noted that the key takeaway is to focus on local culture and language. Campaigns need to be relatable and delivered in the women's native dialects for maximum impact.

KI-6 suggested that a multi-channel approach is best. Radio, face-to-face interactions, and visuals work together to create a comprehensive strategy that addresses market women's needs and concerns.

Question 1

The NVivo coding revealed that all respondents hold significant roles in the health sector, with responsibilities focused on COVID-19 vaccination efforts. Key themes include "community

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engagement", "media campaigns", and "vaccine distribution". Their backgrounds reflect hands-on experience with public health management and outreach during the pandemic, particularly in engaging market women.

Question 2

The key themes identified from the responses include "increased awareness" and "low compliance". NVivo coding highlighted that all respondents agreed that media campaigns were effective in raising awareness but less successful in achieving full compliance. The need for supplementary, targeted interventions is a recurrent suggestion.

Question 3

Key challenges coded from the responses include "language barriers", "cultural beliefs", "misinformation", and "distrust of government". NVivo analysis showed that traditional beliefs and misinformation were significant barriers to reaching market women effectively. Respondents suggested that more localised and culturally sensitive methods were needed.

Question 4

Nodes such as "improved knowledge" and "persistent misconceptions" were coded. The analysis showed that while some progress were made in shifting attitudes, particularly among younger women, older market women still cling to misconceptions about the vaccine, particularly around safety and infertility.

Question 5

Key themes include "infertility fears", "mistrust of government", "vaccine side effects", and "traditional medicine". NVivo coding highlighted that many of the beliefs held by market

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women stem from deep-rooted culture, mistrust of government health interventions and reliance on traditional medicine for protection.

Question 6

Factors like "community influence", "religious beliefs", "social pressure", and "economic factors" were coded. NVivo analysis showed that beyond media, personal relationships, economic concerns, and trust in authority play a vital role in shaping vaccination decisions among market women.

Question 7

The node "radio as the most effective channel" was consistently referenced. The NVivo analysis showed that radio is considered the best medium for reaching market women due to its accessibility, flexibility, and ability to broadcast in local dialects.

Question 8

Common themes include "local influencers", "simplified messaging", and "interactive engagement". The analysis suggests that campaigns need to be more community-based, with trusted local figures taking an active role in dispelling myths and encouraging compliance.

Question 9

Key themes include "community involvement", "multi-channel approach", and "trust-building". NVivo analysis highlighted the importance of engaging trusted local figures and combining media efforts with in-person outreach. The best practices revolve around ensuring messages are consistent, culturally sensitive, and delivered in local languages.

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4.3 Discussion of Findings

The findings on research question one, based on data gathered through the use of Questionnaires from 600 market women across the six Southwest states: Ogun, Oyo, Lagos, Osun, Ondo and Ekiti showed that Radio and Television programmes, Newspaper publications, Social Media and Community meetings were the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria. This is owing to the fact that the combined weighted mean for the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria which scored 13.95 was higher than the decision rule 2.0 on a scale of 3. The results were discussed in relation to existing empirical research on the effectiveness of media campaigns in shaping public awareness, attitudes and compliance behaviors toward vaccination. This result is consistent with studies from Nigeria and other regions, which highlight that exposure to media campaigns is a crucial factor in increasing public awareness of health issues, including vaccination. However, when exposure is limited, as it is in this case, the effectiveness of such campaigns is diminished[1]. In many instances, media campaigns reach specific groups more effectively than others, suggesting that market women may not be the primary target of COVID-19 vaccination messaging. These findings point to the need for more tailored media campaigns that specifically target this demographic, utilizing media channels that are more widely consumed by market women.

Findings on research question two revealed that market women in Southwest Nigeria had a high level of awareness about COVID-19 vaccination regulations. This is owing to the fact that the combined weighted mean for the level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria which scored 10.91 was higher than the decision rule 2.0 on a scale of 3. This does not align with other studies in Nigeria and across Africa,

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which have reported significant gaps in vaccine awareness, despite widespread media campaigns[2]. Awareness is a necessary precursor to behavior change, but it must be accompanied by culturally appropriate messaging that resonates with the target audience. Thus, the level of awareness found in this study though high, suggests that there is still room for better-designed campaigns that are more accessible and relevant to the community of market women's specific needs.

Findings on research question three showed that the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulations was not positive, nor negative, it is in-between or neutral. This is owing to the fact that the combined weighted mean for the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulations which scored 13.95 was higher than the decision rule 2.0 on a scale of 3. This finding does not align with some global research showing that vaccine hesitancy is a significant barrier to achieving high vaccination rates, especially in communities with lower levels of trust in government and health authorities[2,3]. Similar findings have been observed in Nigeria, where vaccine hesitancy remains a challenge despite efforts to educate the public[4]. The relatively different attitude toward vaccination regulation among market women in this study suggests that media campaigns were sufficient to change attitudes.

Finding on research question four revealed that market women in Southwest Nigeria averagely complied with COVID-19 vaccination regulation. This is owing to the fact that the combined weighted mean for the extent of compliance towards COVID-19 vaccination regulation among market women in Southwest Nigeria which scored 10.91 was higher than the decision rule 2.0 on a scale of 3. This level of compliance mirrors findings from various countries, including Turkey and Australia, where media campaigns that increase awareness often fail to translate into actual behavior change unless they address deeper factors, such as trust in health systems,

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accessibility of vaccination services, and social norms[5,6]. The study's results underline that compliance with vaccination regulations is influenced by factors beyond awareness and attitudes, including the availability of vaccines, the perceived benefits, and community norms.

Findings on research question five revealed that there was a Correlational relationship between media campaigns and awareness toward COVID-19 vaccination regulations. Market women's awareness about vaccination is significantly improved by exposure to media campaigns, with weighted means of 13.9. This finding is in line with several studies that have demonstrated the efficacy of targeted media campaigns in increasing vaccine awareness and improving public attitudes[7]. The study's results suggest that while media campaigns have potential, they need to be better designed to specifically address the concerns and barriers faced by market women, such as mistrust or lack of access to vaccination sites.

Findings on research question six showed a significant relationship between media campaigns and market women's attitudes towards COVID-19 vaccination regulation in Southwest Nigeria, as evidenced by a high weighted mean of 10.91. This suggests that the media campaigns deployed have a substantial influence on shaping market women's attitudes towards compliance with COVID-19 vaccination directives in the region.

Findings on research question seven showed that Market women's compliance towards COVID-19 vaccination regulations is also significantly improved by exposure to media campaigns, with weighted means of 13.91. This therefore indicated that deployed media campaigns Correlational relationship with market women's compliance towards COVID-19 vaccination regulation.

Findings on research question eight revealed a weighted mean of 10.91, indicating a Correlational relationship among media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation. This suggests that these factors are interdependent

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and effective media campaigns can simultaneously influence multiple dimensions of behavior. This finding supports research that shows that integrated, multi-channel campaigns are the most effective in achieving desired health outcomes[10]. It also highlights the importance of combining educational content, emotional appeals, and community engagement to address vaccine hesitancy and encourage compliance.

In summary, this study's findings align with existing empirical research, confirming the significant role of media campaigns in shaping awareness, attitudes, and compliance with COVID-19 vaccination regulations. However, the study also highlights several barriers to successful vaccination campaigns, including low exposure to media, limited awareness, and hesitancy toward vaccination. These findings underscore the need for more targeted, culturally relevant, and trusted media strategies that not only provide information but also build trust and encourage behavior change. Future media campaigns should be tailored to meet the specific needs and preferences of groups like market women, using trusted spokespeople and multi-channel approaches to ensure greater success in promoting vaccination compliance.

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Chapter Five

Conclusion

This chapter concludes the study on media campaigns as determinants of market women's awareness, attitude and compliance towards Covid-19 vaccination regulations in Southwest Nigeria.

5.1 Summary of Findings

The findings of this study revealed that Radio and Television programmes, Newspaper publications, Social Media and Community meetings were the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria; that market women in Southwest Nigeria had a high level of awareness about COVID-19 vaccination regulations; that the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation was not positive, nor negative, it is in-between or neutral; that market women in Southwest Nigeria averagely complied with COVID-19 vaccination regulation; that there was a Correlational relationship between media campaigns and awareness toward COVID-19 vaccination regulations; that deployed media campaigns have high impact on the attitude of market women towards COVID-19 vaccination regulation in Southwest Nigeria; that deployed media campaigns have Correlational relationship with market women's compliance towards COVID-19 vaccination regulation; and that the combined relationship between media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation is Correlational. This is owing to the fact that 13.91 (the Weighted Mean) is above the decision rule of 2.0.

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5.2 Conclusion

Based on the findings of this study, it can be concluded that it is evident that media campaigns played a pivotal role in shaping the health behaviors of market women during the pandemic. The research highlights that media campaigns messages were well-structured and strategically disseminated and that it enhanced awareness about Covid-19 vaccination, yet it did not foster a more positive attitude towards the vaccine and encouraging compliance with vaccination regulations among market women.

Moreover, the study underscores the importance of addressing misinformation and vaccine hesitancy through targeted media efforts through countering myths and providing transparent information. But it cannot be completely said that the launched campaigns were able to mitigate fears and misconceptions towards increasing vaccination uptake among market women.

The findings suggest that the effectiveness of media campaigns in reaching market women should have been based on the use of traditional media such as community radio; as dependency on television, alongside social media platforms for conveying messages which market women hardly monitor was counterproductive.

5.3 Recommendations

Based on the findings of this study, the following recommendations are proposed for consideration by policymakers, public health practitioners, and communication strategists:

i Media campaigns targeting market women in Southwest Nigeria may be further strengthened through the inclusion of culturally relevant and locally produced radio content, as well as strategic collaboration with trusted traditional media, religious institutions, and community-based communication channels.

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ii Public health communication could explore more effective ways of simplifying and translating vaccination-related information into local languages, while adopting interactive community engagement methods—such as market forums and town hall meetings—to broaden understanding and participation.

iii In efforts to influence attitudes, media messaging might benefit from placing greater emphasis on correcting vaccine misinformation, highlighting community-level benefits, and involving respected opinion leaders as advocates.

iv Initiatives to encourage compliance may consider examining structural barriers—such as vaccine accessibility, location, and timing—and explore flexible solutions such as mobile vaccination units, decentralized service points, and extended service hours.

v Continuous reinforcement of the observed positive relationship between media campaigns and awareness could be achieved by ensuring that vaccination messages are timely, context-specific, and disseminated across multiple, diverse media platforms.

vi Media campaigns might be designed to not only convey information but also to actively engage market women through relatable storytelling, lived experiences, and community-driven testimonials, thereby fostering deeper emotional connection and trust.

vii Further analysis could be conducted to identify which media channels most effectively influence compliance behaviors, allowing for evidence-based targeting of resources toward the most impactful communication pathways.

viii A holistic communication framework—integrating awareness-raising, attitude-shaping, and compliance promotion—could be developed, with periodic evaluations to adapt strategies in response to changing public perceptions and behaviors.

5.4 Contribution to Knowledge

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This study has reinforced the relevance of key theoretical frameworks, including the Agenda-Setting Theory, Health Belief Model (HBM), and Selectivity Theory, as its findings align with their core assumptions. The research instruments, such as the validated questionnaire and interview guide, will be beneficial for future researchers and students conducting similar studies.

The data set collected in this study has contributed to the existing body of knowledge in health communication, particularly regarding market women's awareness, attitudes, and compliance with COVID-19 vaccination regulations. It highlights the role of media campaigns in raising awareness about these regulations. Unlike previous studies that have broadly examined media and health-related topics, this research specifically focuses on market women's compliance with COVID-19 vaccination regulations, thereby addressing a critical gap in the literature. Additionally, it serves as a valuable reference for future researchers interested in exploring media campaigns in health communication.

From a practical perspective, the findings provide insights into the effectiveness of media campaigns and the levels of market women's awareness, attitudes, and compliance regarding COVID-19 vaccination regulations. The study also explores the relationships between these variables, offering health stakeholders guidance on how to leverage media effectively to reach market women on health-related matters. Furthermore, the study emphasizes the crucial role of media in health communication.

Finally, the research offers policymakers valuable firsthand data to support policy planning and the formulation of strategies related to media campaigns, public knowledge, attitudes, and compliance with COVID-19 vaccination regulations.

5.5 Suggestions for Further Reading

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Future research is required to explore the long-term effects of media campaigns on market women's awareness, attitude and compliance towards public health issues.

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Thesis

Radwan E.; A. Radwan A. & W. Radwan W., The Role of Social Media in Spreading Panic Among Primary and Secondary School Students During the Covid-19 Pandemic: An Online Questionnaire Study from the Gaza Strip, Palestine. Heliyon, 6(12), 2020.

Interview

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APPENDIX I

Research Instruments
Department of Mass Communication and Media Technology
Faculty of Communication and Information Science
Lead City University Ibadan, Nigeria
PhD in Mass Communication and Media Technology

Media Campaigns as Determinants of Market Women's Awareness, Attitude and Compliance towards Covid-19 Vaccination Regulations in Southwest Nigeria

---

Dear Respondent,
Please this instrument is designed to obtain information on Media Campaigns as Determinants of Market Women's Awareness, Attitude and Compliance Towards Covid-19 Vaccination Regulations in Southwest Nigeria. Be rest assured that your responses shall be treated with utmost confidentiality. Thank you in anticipation of your cooperation.

Section A: Demographic Information

Please carefully read and or interpret and answer the questions below by ticking or fillingin appropriately the box provided below:

1. **Age:** (a) 20 – 30 [ ] (b) 31 – 40 [ ] (c) 41 – 50 [ ] (d) 51 – 60 [ ] (e) 61 and above [ ]

2. **Marital Status:** (a) Married [ ] (b) Single [ ] (c) Divorced [ ] (d) Widowed [ ] (e) Separated [ ]

3. **Level Education:** (a) Primary School [ ] (b) Secondary School [ ] (c) Higher Education [ ]

4. **Name and Address of Market:** ……

Section B:

Research Question One: What are the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria

Please rate your agreement with statements about **the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria**

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Radio and Television programmes, Newspaper publications, Social Media and Community meetings were the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria

Item(s)	Strongly Agreed	Less Agreed	Not Agree
Radio and Television programmes, Newspaper publications, Social Media and Community meetings were the media campaigns utilized for market women's awareness, attitude and compliance towards COVID-19 vaccination regulations in Southwest Nigeria			

Strongly Agreed (SA) = 3; Agree; Less Agreed (LA) = 2; Not Agree (NA) = 1; M = Mean

---

Research Question Two: What is the level of awareness of COVID-19 vaccination regulation among market women in Southwest Nigeria as influenced by media campaigns?

Kini ipele imo ti e ni nipa ipolongo lori abere ajesara COVID-19?

Please rate your extent of awareness about COVID-19 vaccination regulation.

	High Awareness ***Ipele to ga***	**Less Awareness** ***Ipele die***	**No Awareness** ***Ko si imo rara***
Extent of Awareness about Covid-19Vaccination Regulations among Market Women			

Key: High Awareness (HA) = 3; Less Awareness (LA) = 2; No Awareness (NA) = 1; M = Mean

---

Research Question Three: What is the attitude of market women in Southwest Nigeria towards COVID-19 vaccination regulation?

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Kini ero o yin ati iha ti e ko si gbigba abere ajesara arun ajalale COVID-19?

Please rate your attitude towards COVID-19 vaccination regulation.

	Positive	Neutral	Negative
Attitude of Market Women Towards Covid-19 Vaccination Regulations			

Key: Positive (P) = 3; Neutral (N) = 2; Negative (N) = 1; M = Mean

---

Research Question Four: What is the extent of compliance towards COVID-19 vaccination regulation among market women in Southwest Nigeria?

Kini ipele Igboran si eto ipolongo lori abere ajesara COVID-19?

Please rate your extent of compliance towards COVID-19 vaccination regulation.

	High	Low	Poor
Extent of Compliance Towards Covid-19 VaccinationRegulations Among Market women			

Key: High (H) = 3; Low (L) = 2, Poor (P) = 1; M = Mean

Research Question Five: What is the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation?

Kini ibasepo laarin eto ipolongo lori abere ajesara ati imo lori abere ajesara COVID-19?

Please rate the relationship between media campaigns and market women's awareness towards COVID-19 vaccination regulation

	Highly Correlational	Less Correlational	Not Correlational
Relationship between Media Campaigns and Market women's Awareness Towards Covid-19 Vaccination Regulations			

Key: Highly Correlational (HC) = 3, Less Correlational (LC) = 2, NC = Not Correlational = 1, M = Mean

---

Research Question Six: What is the relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulation?

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Kini ibasepo laarin- eto ipolongo ati iha ti awon Iyaloja ko si gbigba abere ajesara COVID-19?

Please rate the relationship between media campaigns and market women's attitude towards COVID-19 vaccination regulation

	High Impact ***Ibasepo iranlowo giga***	**Less Impact** ***Iba sepo iranlowo die***	**No Impact** ***Ko si ibasepo iranlowo rara***
Relationship between Media Campaigns and Market women's Attitude Towards Covid-19 Vaccination Regulations			

Key: High Impact (HI) = 3, Less Impact (LH) = 2, No Impact (NI) = 1, M = Mean

---

Research Question Seven: What is the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation?

Kini ibasepo laarin- eto ipolongo ati igboran awon Iyaloja si gbigba abere ajesara COVID-19?

Please rate the relationship between media campaigns and market women's compliance towards COVID-19 vaccination regulation

	Highly Correlational ***Ibasepo iranlowo giga***	**Less Correlational** ***Iba sepo iranlowo die***	**Not Correlational** ***Ko si ibasepo iranlowo rara***
Relationship between Media Campaigns and Market women's Compliance Towards Covid-19 VaccinationRegulations			

Key: Highly Correlational (HC) = 3, Less Correlational (LC) = 2, Not Correlational (NC) = 1, M = Mean

---

Research Question Eight: What is the combined relationship of media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation?

Kini ibasepo ti o wa ninu ilana ipolongo, imo, iha ati igboran awon Iyaloja ile Yoruba si gbigba abere ajesara

Please rate the combined relationship among media campaigns, awareness, attitude and compliance towards COVID-19 vaccination regulation

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	Highly Correlational *Ibasepo to danmoran*	Less Correlational *Ibasepo die*	No Correlational *Ko si Ibasepo rara*
Combined Relationship Among Media Campaigns,Awareness, Attitude, And Compliance towards Covid-19Vaccination Regulation			

Key: Highly Correlational (HC) = 3, Less Correlational (LC) = 2, Not Correlational (NC) = 1, M = Mean

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APPENDIX II

INTERVIEW GUIDE

FOR

HEALTH PERSONNEL/MANAGERS OF COVID-19 VACCINATION

ON

MEDIA CAMPAIGNS AS DETREMINANTS OF MARKET WOMEN'S AWARENESS, ATTITUDE AND COMPLIANCE TOWARDS COVID-19 VACCINATION REGULATION IN SOUTHWEST, NIGERIA

1. Greetings and self-introduction.
2. Probe into the interviewee's background in health management pertaining to COVID-19.
3. How do you perceive the overall success of media campaigns in increasing COVID-19 vaccination awareness and compliance among market women?
4. Were there specific challenges in reaching market women with these campaigns? If so what were the challenges?
5. Have you noticed any shift in knowledge or misconceptions about COVID-19 vaccination among market women since the launch of media campaigns?
6. What are the common attitudes or beliefs about COVID-19 vaccination that health officers encounter when interacting market women?
7. What other factors beyond media exposure do you think influence the decision of market women to get vaccinated?
8. Which communication channels (television, radio, social media etc.) seem to resonate most effectively with Market women and why do you think this is so?
9. In your opinion on the contents or messaging of the campaigns, what can be done to further improve or increase their impact on the market women?
10. What key takeaways or best practice have you identified for creating effective health campaigns targeting market women?

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APPENDIX III

CROSS SECTIONS OF SAMPLED MARKET WOMEN ACROSS SELECTED POPULAR MARKETS IN SOUTHWEST NIGERIA



The researcher administering questionnaire to market women at Dugbe market, Ibadan, Oyo State.



The researcher guiding a market woman through the filling of the questionnaire at Olabisi Onabanjo International Market, Ijebu-Ode, Ogun State

Lead City U



The researcher with a section of market women for data collection at Bolade Market, Oshodi, Lagos State

Lead City



A Cross section of Market women at Ota-Efun Market, Osogbo, Osun State.

Lead

Bio-data

A. PERSONALDATA

Name: **Adebisi Kazeem ARO**
Sex: Male
Date of Birth: 24th August, 1978
Place of Birth: Ipaja-Ayobo, Lagos state
Marital Status: Married
Nationality: Nigerian
State/Town of Origin: Ogun State / Abeokuta
Permanent Home Address: 1, Aro Adebisi Close, off Olisa Durojaiye Road, Ojowo, Ijebu-Igbo, Ogun state.
Phone Number +2348052173735
E-mail Address adebisaro1@gmail.com
Next of Kin Mrs Aro Oluwayemisi Esther, 1, Aro AdebisiClose, off Olisa Durojaiye Road, Ojowo, Ijebu-Igbo, Ogun state.
08076154792

01. EDUCATION BACKGROUND:

1.	Lead City University, Ibadan (PHD in view)	2021
2.	National Open University OF Nigeria	2017
3.	Olabisi Onabanjo University Ago-Iwoye	2007
4.	Nigerian Institute of Public Relations(NIPR), Oyo	2014
5.	Ajara Grammar School, Badagry, Lagos State	1999

02. ACADEMIC QUALIFICATION (WITH DATES):

1.	Ph.D Mass Communication	in view
2.	Master of Science (M.Sc.) Mass Communication	2017
3.	Member, Nigerian Institute of Public Relations (MNIPR)	2014
4.	Bachelor Of Arts (B.A) Mass Communication	2007
5.	Senior Secondary School Certificate (SSCE)	1999

03. WORK EXPERIENCE:

i.	Admin Staff, Olabisi Onabanjo University, Ago-Iwoye, Ogun State.	2007-2009
ii.	Admin Officer II - 1: Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State.	2009-2014
iii.	Assistant Lecturer: Department of Mass communication Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State.	2014- 2017
iv.	Lecturer III, Department Of Mass communication Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State.	2018-2021
v.	Lecturer II, Department of Mass Communication, AAPOLY Ijebu-Igbo Ogun State	2021-2024
vi.	Lecturer I, Department of Mass Communication, AAPOLY Ijebu-Igbo Ogun State	2024

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04. SPECIAL ASSIGNMENTS/COMMUNITY SERVICES:

1. Foundation Coordinator, Dept. Of Mass Communication 2013- 2016
2. SIWES Supervision 2016-Date
3. Staff Adviser, Association of Student Communicators (ASCOM) 2024
4. Senior Staff Association of Nigerian Polytechnics (General Secretary) 2009-2014
5. Academic Staff Union of Polytechnics (General Secretary) 2021-Date
6. Chairman, Publicity Committee AAPOLY 3RD Combined Convocation
7. Member, NBTE Curriculum Critique and Development for HND Journalism & Media Studies Unbundling
8. Deputy Director AAPOLY Centre for Part-Time Studies 2024-Date
9. General Secretary, Ifesowapo Moborode Community Development Association

05. MEMBERSHIP OF PROFESSIONAL BODIES:

i. Member, Nigerian Institute of Public Relations(MNIPR)

ii. Member, Association of Behavioural Research Analysts and Psychometricians (AB-ReAP).

06. PUBLICATIONS:

a) Research (Completed/On-going):

Aro, A.K (on going), Media Campaigns as Determinants of Market Womens' Awareness, Attitude and Compliance towards COVID-19 Vaccination Regulation in Southwest Nigeria.

b) Unpublished Research Projects/Dissertation/Theses

1. Impact of Public Relations strategies on Community Relations. A study of Olabisi Onabanjo University (OOU), Ago-Iwoye.(1ST Degree thesis)
2. Influence of Community-Based Newspapers on Community Development in Ijebu-Ode (M.Sc. (Thesis).

c) Journal Articles:

1. **Aro A.K,** Owoyemi J.D, Odunlami O.A. (2017). An Evaluation of Community based Newspaper on Rural Development in Ijebu land. **AAP Journal of Management and Social Sciences**. Vol. 1 (1)pp106-138
2. Owoyemi J.D, **Aro A.K**, Osideko E.O. (2017). Audience Perception of Trilingual Radio Broadcasting in Nigeria (A study of listeners of Space 90.1fm). **AAP Multidisciplinary journal (AAPMJ)** Vol. 2(1) pp325-399.
3. **Aro A.K** (2021): Influence of Social Media on Dress Culture of Nigerian Youths. **AAP Multidisciplinary journal (AAPMJ)** Vol. 4(1) pp97-106. E-ISSN; 2795-2290

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4. **Adebisi K. Aro &** Lukman A ABIOYE, PhD (2023)**:** Assessment of Covid-19 Social Distancing Protocol On Academic Performance of Students of Abraham Adesanya Polytechnic Ijebu-Igbo And Olabisi Onabanjo University, Ago-Iwoye
5. **Aro A.K &** Odunlami A.O **(2023)**: Influence of Media Campaigns on Knowledge Attitude and Compliance with covid-19 protocols among students of Tertiary Institutions, **AAP Journal of Management and Social Sciences**, Abraham Adesanya Polytechnic, Ijebu-Igbo
6. Pinheiro S.O & **Aro A.K (2024)** :Assessing the Influence of Radio Jingles On Students 'Enrolment Into Tertiary Institutions: **Journal of Communication Review (NJCR)** Vol. 3,No.1 2024 pp35-48
7. Pinheiro S.O **& Aro A. K (2024):** Influence of Social Media on Voters Political Participation during 2019 Osun Central Senatorial Election in Osun State Nigeria. **International Journal of Sub-Saharan African Research (IJSSAR)** Vol.2. Issue 2, pp. 210-222, June 2024; ISSN: 3043-4467.
8. Gbadebo S.A, **Aro A.K.,** Adeoye S.F. & Agholor F.M, Beyond Tokenism in Nigeria: Authentic Representation of Diversity in Media: **Nigerian Journal of Communication Review (NJCR)**, Vol. 3, No.1.2024.
9. Odunlami, O. A., **Aro, A. K.** & Ogunnariwo, O.B., *Influence of WhatsApp Groups in Enhancing Community-Led Recycling Initiatives in Ogun State (A Study of Residential Neighbourhoods in Ijebu North Local Government)*. **Ogitech Journal of Communication and Innovation (OJCI)**, 1(1), 2024.
10. Odunlami, O. A & **Aro, A. K.**, *Social Media Advocacy, Green Awareness and Sustainability Initiatives in Nigeria*. **Jalingo Journal of Social and Management Sciences**, 6(1), 2024.
11. Odunlami, O. A. & **Aro, A. K.**, *Influence of Mass Media on Public Awareness, Attitudes and Behaviours towards Sustainable Development Initiatives in Nigeria*. **Ilaro Journal of Humanities and Management (IJOHAM)**, 4, 2024, 1-7. ISSN: 2682- 6577

d) Papers Accepted for Publication

Odunlami, O. A. & Aro, A. K., *Influence of Media Ownership on Ethical Journalism Practice in Nigeria*. **Delta Journal of Computing, Communications and Media Technology (DJCCMT)**, 2024

e) Papers Presented at conferences:

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1. Creativity in reporting and communication as tools for sustainable technology in Nigeria. Abraham Adesanya Polytechnic 1st National conference 2019. Pg. 450-461.
2. Digital Media Technologies As Tools for Sustainable Economic Development in The Fintech Banks –Abraham Adesanya Polytechnic 2nd National Conference 19th -21st july,2023
3. Innovative Research and Quality Education for Sustainable Development - Lead City University, Postgraduate College Multidisciplinary Academic Conference: 16th-19th October, 2023.
4. Digital Media Literacy and Its Role in Fostering Entrepreneurship and Economic Development: Gateway (ICT) Polytechnic, Saapade: 1st Combined International Conference: 15-17th August, 2023.
5. Influence of Digital Media in Promoting Environmental Awareness and Sustainable Practices in Nigeria: School of Management and Business Studies (SMBS) Abraham Adesanya Polytechnic 1ST International Conference: 12th July,2024
6. Influence of Social Media Sentiment Analysis on Brand Image Management of Local Retail Businesses in Ijebu-North Local Government, Ogun-State: School of Management and Business Studies (SMBS) Abraham Adesanya Polytechnic 1st International Conference: 12th July,2024
7. New Media Use and Customer Dispute Resolution in Commercial Banks Ijebu-North Local Government Area, Ogun State: 31st July-1st August, 2024.
8. New Technologies, Innovation and Invention: Catalyst for Nigeria's Sustainable Development: 7th - 8th August, 2024.

07. CONFERENCES AND WORKSHOP ATTENDED WITH DATES:

1. ASUP Zone C National Conference; A counter hegemony discourse on the status of English language as a foreign language in Nigeria Multi-linguistic society. Held at Ilaro, Ogun state, Nigeria. 11th – 14th May, 2015.
2. Effective lecture delivery and efficient career development workshop held at Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State, Nigeria. 21st Feb. – 22nd Feb. 2018.
3. Abraham Adesanya Polytechnic 1st National Conference; Technology and creativity as tools for sustainable development in Nigeria. Held at Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State, Nigeria. 11th Sept. – 13th Sept., 2019.

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4. ASUP Zone C Capacity Building/Retreat for Union Leaders; Trade Union leaders' functionality strategy and planning in academic environment. Held at Miccom Gulf Hotels & Resort Ada, Ibokun Road, Osun state. 15th – 18th Sept., 2021.
5. Abraham Adesaya Polytechnic 2ND National Conference -19th-21st July,2023
6. Association of Behavioural Research Analysts And Psychometricians with Ignatius Ajuru University of Education-Workshop on Qualitative/Mixed Methods And Moderated Mediation Research -2nd -4th May,2023
7. ASUP, Ogun State Institute of Technology, Igbesa, Workshop On The Teaching Profession – 6th November,2023.
8. 1ST International Conference of Faculty of Communication and Information Science, Lead City University ,Ibadan

08. EXTRA CURRICULAR ACTIVITIES:

Community & Humanitarian Services, Farming, Conflict management

09. REFEREES

1. **Prof. L.A. Abioye**
   Dean, Faculty of Communication and Information Sciences,
   Lead City University, Ibadan,
   Oyo State.
   08023318934

2. **Prof. 'Kemi Oriola**
   Head, Department of Visual Arts& Design, Taiye Solarin University of Education, Ijagun Ogun State.
   080555266954

3. **Engr. Dr. Onasanya Agbolade**
   Rector,
   Abraham Adesanya Polytechnic,
   Ijebu-Igbo, Ogun State.
   08023046198

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_____ _____

Signature **Date**

The University Compliance Certification

This is to certify that this thesis by Adebisi Kazeem ARO with Matric No. LCU/PG/002132 in the Department of Mass Communication and Media Technology, Lead City University, Ibadan, is in full compliance with the approved University format and style.

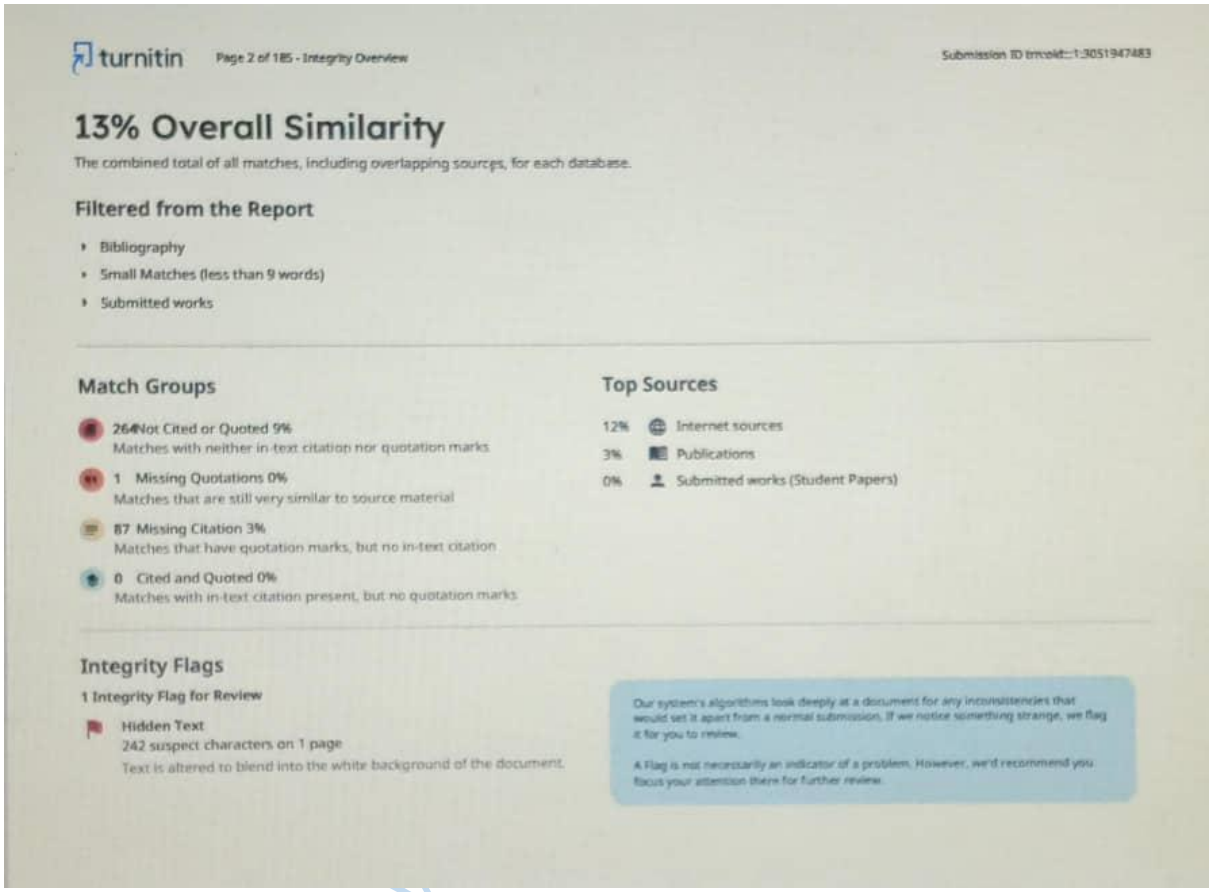
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Signature **Date**

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Appendix VI

PLAGIARISM RESULT



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