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

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In Partial Fulfilment of Requirements for the Award of Doctor of Philosophy Degree (PhD) in Mass Communication and Media Technology

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2025

Certification

This is to certify that this Post-field research work was carried out by Adebisi Kazeem ARO with the Matric. Number LCU/PG/002132 under my supervision in partial fulfillment for the award of Doctor of Philosophy Degree (PhD) in Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan, Oyo State, Nigeria and that this has not been previously submitted.

Prof. Abioye Lukman Adegboyega (Supervisor) — **Date**

Dr. 'Yemi Oginni (Head of Department) — **Date**

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Dedication

This thesis is dedicated to Almighty God - The Source of my inspiration and joy.

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Abstract

During emergencies like disease outbreaks, especially with a novel disease such as COVID-19, governments are confronted with the challenge of delivering timely, accurate, and accessible information that empowers citizens to make informed health decisions in their own interest and for the collective well-being of the nation. Media campaigns are therefore considered a vital tool for raising public awareness, shaping health-related behaviours and disseminating regulatory information to curb disease transmission, thereby safeguarding public health. This study examined how media campaigns affected market women's awareness, attitudes and compliance towards COVID-19 vaccination regulations in Southwest Nigeria. The study identified the specific media campaigns deployed to reach market women, examined the extent to which these campaigns influenced their attitudes and evaluated their level of compliance with COVID-19 vaccination regulations. It also explored the combined relationship among media campaigns, awareness, attitude and compliance with vaccination regulations. Drawing on the theories of Agenda Setting, Selectivity and the Health Belief Model, the study employed a correlational survey design and collected data from 600 market women across the six states in Southwest Nigeria, using questionnaire and Key Informant Interview (KII) guide, administered through a multi-stage sampling technique. The findings revealed that market women had high awareness of media campaigns on COVID-19 vaccination, demonstrated low concern about the vaccine and showed limited compliance with vaccination guidelines. Furthermore, while the campaigns had some influence on their opinions, they did not substantially improve their attitudes toward vaccination or significantly increase compliance levels. The study recommends that future health communication strategies be designed to reflect the socio-cultural contexts, language preferences, and information needs of the target audience to maximize impact and foster greater compliance.

Keywords: Awareness, Attitude, Compliance, Media campaigns, Vaccination regulations

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