



JOURNAL OF MARKETING DEVELOPMENT (JMD)

VOL. 1. NO. 1 (2016)

A Publication of
Department of Marketing
Faculty of Management Sciences
Rivers State University of Science
and Technology
P.M.B. 5080, Port Harcourt
www.mktjournals.com
nwokah.gladson@ust.edu.ng



JOURNAL OF MARKETING DEVELOPMENT
(JMD)

Volume 1 Number 1
March 2016

A Publication of
Department of Marketing,
Rivers State University of Science and Technology,
Port Harcourt
Rivers State, Nigeria

E-mail: nwokah.gladson@ust.edu.ng

© Department of Marketing,
Faculty of Management Sciences
Rivers State University of Science and Technology
Port Harcourt.

Copy right 2016

All right reserved.

Reproduction of any part of this journal beyond that permitted by the Nigeria Copyright Act without the expressed written permission of the Copyright holder is unlawful. Request for such permission or further information should be addressed to the editor Journal of Marketing Development, Department of Marketing, Faculty of Management Sciences, Rivers State University of Science and Technology, Port Harcourt. Rivers State. Nigeria.

E-mail: nwokah.gladson@ust.edu.ng
Tel.: +2348033129995

Published March, 2016
By Department of Marketing,
Faculty of Management Sciences
Rivers State University of Science and Technology
Port Harcourt
Rivers State. Nigeria.

E-mail: infor@rsustjournals.com, nwokah.gladson@ust.edu.ng

Printed by: Sambizgraphics – 08066599558

ISSN: 2579-0595

Disclaimer

The responsibility of the contents and the opinions expressed in Journal of Marketing Development is exclusively of the author(s) concern. The publisher/editor of the journal is not responsible for errors in the contents or any consequences arising from the use of information contained in it. The opinions expressed in the research papers/articles in this journal do not necessarily represent the views of the publisher/editors.

Editorial Advisory Board Members

Prof. G. A. Okwandu: Professor of Marketing, Department of Marketing, Rivers State University of Science and Technology, Port Harcourt.

Prof. D. I. Hamilton: Dean, Faculty of Management Sciences, Rivers State University of Science and Technology, Port Harcourt.

Prof. Ibok Nkanikpo Ibok: Head, Department of Marketing, Michael Okpara University of Agriculture, Umudike.

Prof. S. A. Jaja: Vice Chancellor, Federal University of Otueke, Bayelsa State.

Prof. Aham Anyanwu: Director, Entrepreneurial Centre, Imo State University, Owerri

Prof. B. D. Kiabel: Director, Entrepreneurial Centre, Rivers State University of Science and Technology, Port Harcourt.

Prof. I. O. Gabriel: Professor of Psychology and Former Director, Institute of Foundation Studies, Rivers State University of Science and Technology, Port Harcourt.

Prof. A. I. Ahiauzu: Chairman, International Centre for Research and Management. He is an emeritus Professor of Industrial Management and Organizational Behaviour. A two time Vice Chancellor of Rivers State University of Science and Technology, Port Harcourt.

Prof. Ike Elechi Oba: Director of Academic Planning, Ebonyi State University, Abakiliki.

Editorial Board

- Editor **Dr. N. G. Nwokah** (Associate Professor & Head of Department of Marketing, Rivers State University of Science and Technology, Port Harcourt).
- Associate Editor **Dr. J. U. D. Didia** (Department of Marketing, Rivers State University of Science and Technology, Port Harcourt).
- Editorial Assistant **Mr. Brown Walter Ateke**, (Department of Marketing, Rivers State University of Science and Technology, Port Harcourt).

Editorial criteria

The aim of this journal is to publish articles that enrich the practice of marketing development particularly in Sub-Sahara Africa while simultaneously making significant contributions to the advancement of the discipline. Preference is given to manuscripts that relate across marketing development in business, service industries, nations and economies. All articles appearing in the journal are double-blind refereed

It should be noted that research is not the only basis for an acceptable article. Case analyses, creative concepts and applications, book reviews, industry reviews, commentaries, and other thought-provoking manuscripts are encouraged. Particularly welcome are future-oriented manuscripts that offer marketers visions of development in the twenty-first century and practical road maps for getting there. Also encouraged are manuscripts that address interdisciplinary topics or approach "traditional" topics from an interdisciplinary perspective. Authors with papers intended for publication are expected to conform to the following guideline:

- 1 should be submitted electronically to the editor's email address nwokah.gladson@ust.edu.ng
- 2 must have not been published or under consideration with any other Journal.
- 3 must have a structured abstract of not more than 200 words. Abstract should define the purpose of the study, approach/methodology, findings, implications and originality.
- 4 should have at least four keywords
- 5 not exceed 3000 words or 25 pages of double line spacing on A-4 paper. All margins should be 1 inch or 2.5cm
- 6 words cited in the paper should follow the Harvard system of author's last name and year, and to be mentioned in appropriate places, for instance Josh (2009) for summarized sources, and Josh (2009, P.2) for direct quotation. At the end of the paper, the list of authors
- 7 all Tables and figures should be placed at the appropriate and not as index

Notes on contributors

Dr. Bright C. Opara is an Associate Professor of International Marketing. He was the head of the Department of Marketing, Rivers State University of Science and Technology. His papers have appeared on both National and International Journals and Conference proceeding.

Bello, Kamas Asola is a Lecturer in the Department of Marketing, University of Ilorin.

Abdulracheem, Mulikat is also a Lecturer in the department of Marketing, University of Ilorin.

Imouokhome, Egun Omoniyi is also a Lecturer in the Department of Marketing, University of Ilorin.

Hamilton-Ibama, Edith-O Lolia is an M.Sc. student in the Department of Marketing carrying out research in Internal Marketing and its influence on Market Orientation.

Gladson-Nwokah, Juliet is a Lecturer in the Department of Marketing, Ken-Saro-Wiwa Polytechnic Bori.

Ozum, Henry N. holds a Ph.D in Marketing with emphasis in e-marketing and consumer behaviour.

Igwe, Peace is a Ph.D student and a Lecturer in the Department of Marketing, University of Port Harcourt.

Akanbi, Shen-Usman Oladipo is a Lecturer in the Department of Agricultural Economics, University of Ilorin.

Mustapha, Yusuf Ismaila holds a Ph.D in Marketing and a Lecturer in the University of Ilorin.

Akinsanya, Damilola Omowunmi is an M.Sc. student, Department of Business Administration University of Ilorin.

Nduka, Chinedu is a Lecturer in the Department of Marketing, Michael Okpara University of Agriculture, Umudike.

Odia, E. O. is a Lecturer in the Department of Business Administration, University of Benin, Edo State.

Karibo Benaiah Bayshaw is a Senior Lecturer in the Department of Management, Faculty of Management Sciences.

Ikechi, Prince Obinna is a Lecturer in the Department of Marketing, Faculty of Business Studies, Ignatius Ajuru University of Education, Port Harcourt. He wrote on how the attributes of packaging table water can influence the buying behaviour of consumers in Port Harcourt.

Ateke, Brown Walter is a Lecturer in the Department of Marketing, Faculty of Management Sciences, Rivers State University of Science and Technology. Nwiele and Ateke researched on patronage of GSM service in Nigeria can be influenced by customer service management.

Itieke-Idamieba Harry is a Lecturer in the Department of Mass Communication, Faculty of Management Sciences, Rivers State University of Science and Technology. His paper revealed

Notes on contributors

Dr. Bright C. Opara is an Associate Professor of International Marketing. He was the head of the Department of Marketing, Rivers State University of Science and Technology. His papers have appeared on both National and International Journals and Conference proceeding.

Bello, Kamas Asola is a Lecturer in the Department of Marketing, University of Ilorin.

Abdulracheem, Mulikat is also a Lecturer in the department of Marketing, University of Ilorin.

Imouokhome, Ebun Omoniyi is also a Lecturer in the Department of Marketing, University of Ilorin.

Hamilton-Ibama, Edith-O Lolia is an M.Sc. student in the Department of Marketing carrying out research in Internal Marketing and its influence on Market Orientation.

Gladson-Nwokah, Juliet is a Lecturer in the Department of Marketing, Ken-Saro-Wiwa Polytechnic Bori.

Ozum, Henry N. holds a Ph.D in Marketing with emphasis in e-marketing and consumer behaviour.

Igwe, Peace is a Ph.D student and a Lecturer in the Department of Marketing, University of Port Harcourt.

Akanbi, Shen-Usman Oladipo is a Lecturer in the Department of Agricultural Economics, University of Ilorin.

Mustapha, Yusuf Ismaila holds a Ph.D in Marketing and a Lecturer in the University of Ilorin.

Akinsanya, Damilola Omowunmi is an M.Sc. student, Department of Business Administration University of Ilorin.

Nduka, Chinedu is a Lecturer in the Department of Marketing, Michael Okpara University of Agriculture, Umudike.

Odia, E. O. is a Lecturer in the Department of Business Administration, University of Benin, Edo State.

Karibo Benaiah Bayshaw is a Senior Lecturer in the Department of Management, Faculty of Management Sciences.

Ikechi, Prince Obinna is a Lecturer in the Department of Marketing, Faculty of Business Studies, Ignatius Ajuru University of Education, Port Harcourt. He wrote on how the attributes of packaging table water can influence the buying behaviour of consumers in Port Harcourt.

Ateke, Brown Walter is a Lecturer in the Department of Marketing, Faculty of Management Sciences, Rivers State University of Science and Technology. Nwiese and Ateke researched on patronage of GSM service in Nigeria can be influenced by customer service management.

Itieke-Idamieba Harry is a Lecturer in the Department of Mass Communication, Faculty of Management Sciences, Rivers State University of Science and Technology. His paper revealed

how status conferral is a source of media functionality using the Olaumoke Orisaguma as celebrity model and brand ambassador as a case study.

Dr. Isaac Zeb-Obipi holds a Ph.D in Management, at a present he is an Associate Professor of Management. His paper discussed the performance report of competence planning in Nigeria organization.

Poi, Elizabeth Ledisi is a Postgraduate student in the Department of Marketing, Rivers State University of Science and Technology. Her paper focused on how service quality delivery can enhance cable television industry in Nigeria.

Nwulu, Chinyere Stella is a Lecturer in the Department of Marketing, Rivers State University of Science and Technology. Her paper described the roles multinational corporations has played to the under development of Nigeria economy.

Kenneth C. Adiele and Miebaka D. Grend's paper looked at the pragmatic approach of the predictors of domestic airline patronage in Nigeria. While Kenneth C. Adiele is a Lecturer in the Department of Marketing, Rivers State University of Science and Technology, Mr. Miebaka D. Grend is a Principal Lecturer in the Department of Marketing, Ken Saro-Wiwa Polytechnic, Bori.

Harry Anga Jones holds an M.Sc. degree in Accounting

Austin Ayodele Momodu holds a Ph.D in Econometrics and present he is an Associate Professor in the Department of Banking and Finance in the Rivers State University of Science and Technology, Port Harcourt.

Worlu, R. E. K. is an associate Professor of Marketing, Department of Business Management, College of Business and social Sciences, Covenant University, Ota

Ogunnaike, O. O. is a Lecturer in the Department of Business Management, College of Business and social Sciences, Covenant University, Ota.

Aka, D. O. is a Lecturer in the Department of Business Management, College of Business and social Sciences, Covenant University, Ota.

Dada, J. A. is a Lecturer in the Department of Business Management, College of Business and social Sciences, Covenant University, Ota.

Table of Contents

Perspective of Customer Relationship Management Strategies and Nigerian Banks' Profitability Achievement. Opara, B. C.	1-14
Impact of Semiotics on the Awareness of Anti-Malaria Drugs Among Rural Dwellers in Selected Local Government Areas of Kwara State. Bello, K. A., Abduracheem, M. & Imouokhome, E. O.	15-25
Moderating Effects of Organisational Commitment on Internal Marketing and Market Orientation. Hamilton-Ibama, E. L. & Gladson-Nwokah, J.	26-41
Service Expertise and Marketing Success of Government Owned Hospitals in Rivers State. Ozuru, H. N. & Igwe, P.	42-56
Value Chain Analysis and The Performance of Small Scale Agri-Business: Evidence from Cultured Fish Farmers Kwara State. Akanbi, S. O., Mustapha, Y. I. & Akinsanya, D. O.	57-68
Customers' Perceptions of Information and Communication Technology Performance (Ict) I in the Nigerian Money Deposit Banks. Nduka, C. & Odia, E. O.	69-74
Influence of International Enterprises on Manufacturing Industry in Nigeria: The Effect on National Economy. Karibo, B. B.	75-83
Packaging Attributes of Table Water and Consumer Buying Behavior in Port Harcourt, Nigeria. Ikechi, P. O.	84-97
Customer Service Management and Patronage of Gsm Services in Rivers State. Nwiepe, N. A. & Ateke, B. W.	98-106
Status Conferral as Media Functionality: The Case of Olajumoke Orisaguna as Celebrity Model and Brand Ambassador. Harry, I.	107-113
Competence Planning in Nigerian Organizations: A Performance Report. Zeb-Obipi, I.	114-120
Service Quality Delivery and Customer Retention in the Cable Television Industry in Port Harcourt. Poi, E. L.	121-131
The Role of Multinational Corporations (Mncs) in the Underdevelopment of Nigeria. Nwulu, C. S.	132-140
Predictors of Domestic Airline Patronage in Nigeria: A Pragmatic Approach. Adiele, K. C. & Miebaka, D. G.	141-155
Qualitative Accounting Information and Investors Decision in The Nigerian Capital Market. Harry, A. J. & Momodu, A. A.	156-166
Creating A Service Mindset in Political Marketing: Imperatives and Applications. Worlu, R. E. K., Ogunnaike, O. O., Aka, D. O. & Dada, J. A.	167-175

IMPACT OF SEMIOTICS ON THE AWARENESS OF ANTI-MALARIA DRUGS AMONG RURAL DWELLERS IN SELECTED LOCAL GOVERNMENT AREAS OF KWARA STATE

¹BELLO, Kamal Asola, ²ABDULRAHEEM, Mulikat & ³IMOUOKHOME, Ebun Omoniyi

Department of Marketing,
University of Ilorin,
Ilorin, Nigeria

Abstract

The study investigated the impact of semiotics on the awareness of anti-malaria drugs among rural dwellers in some selected local government areas of Kwara State. Majority of these rural dwellers do not pay the required attention to several forms of advertising due to their nonchalant attitude and therefore cannot feel the impact of advertising messages. The objective of this study is to examine the relationship between semiotic advertising messages and the level of awareness of anti-malaria drugs among old people in Kwara State. Descriptive survey was adopted for the study and the study population comprised of old people whose ages fall between sixty (60) and eighty (80) years in Ifelodun, Moro and Ilorin South local government areas of Kwara State. One research hypothesis was designed on a five likert scale of agreement. The null hypothesis formulated was tested using multiple regression analysis and was rejected because the F-calculated value for the study was 5.68E+03 with significant value of 0.000, since the significant value is less than 5% it implies that semiotics has significant impact on the awareness of anti-malaria drugs in Kwara State. It was concluded that mosquitoes' image at the back of anti-malaria pack as a sign simply indicates to a lay man that mosquitoes' bite is dangerous. The study therefore recommended that companies producing anti-malaria drugs should sustain and strengthen the use of image being a very cheap, reliable and effective means of advertising the drugs.

Keywords: Semiotics, awareness, anti-malaria drugs, rural dwellers

Introduction

Advertising has been observed by many to be the major way of creating awareness about a product, but a lot of rural dwellers may not really understand its content probably due to the fact that majority of them are non-literate. However, the inability of not understanding the content of advertising by these rural people do not mean that sellers or producers of products that need to be advertised would not embark on it at right time, place and to the right people. This has to be done methodically in a manner that would be better understood by these rural people. Martin (2012) posited that the main aim of advertising is to bring attitudinal changes in the minds of the consumer which is done by imparting knowledge to the consumer by touching his or her emotions and playing with the feeling of likes and dislikes towards products, handled in a manner that leads to action/ purchase.

However, the use of semiotics in advertising which involves images, sound, texts as well as process as have clearly shown that rural people are interested and inquisitive about signs or

symbols being used in advertising. Signs or symbols signify the advertiser's message which will be better understood by the rural dwellers more than other forms of advertising that involve only talking. Sound (jingle) also plays a significant role in advertising anti-malaria drugs unlike other commercials; it can stay in people's minds for years (Jones, 2001). People are more prone to remember information from commercials accompanied by singing compared to those that just include talking. The main reason why commercial jingles work is that music has more powerful effect on our emotions (Jones, 2001). Specifically, old people in the rural areas whose ages fall between sixty (60) and eighty (80) years see images regularly and easily understand its meanings more than jingles.

According to Tim (2012), there are four types of awareness which comprises of mental, emotional, environmental and physical. Among the four, mental awareness is concerned with the ability to know and understand what happens around someone which is an important function around the other three types. Majority rural people in Ifelodun (Kwara South), Ilorin South (Kwara Central) as well as Moro (Kwara North) need to be aware of possible negative health consequences of mosquitoes' bites so as to put preventive measures such as using mosquito nets, spraying the house with insecticides as well as disallowing stagnant water around places of abode. It is therefore very necessary to alleviate ignorance through the use of semiotics which strongly demonstrate even to a lay man, the real meaning of the message the advertiser intends to pass across (Yahya, 2013). Awareness creation must be embarked upon at the right time, place and be simple and able to catch the attention these rural dwellers. These people do not see the need to pay much attention to listening to any form of advertising that involve only talking because much of their attention is being paid to activities like feeding so that they can live long and healthy, taking care of their grandchildren, as well as sharing or telling old stories to the younger ones.

Statement of the Problem

Majority of rural dwellers most especially the uneducated ones in Ifelodun, Ilorin South and Moro local government areas of Kwara State are ignorant of dosage, efficacy, effectiveness, availability, affordability and easy administration of anti-malaria drugs as a result of not paying required attention to advertising messages. Various forms of advertising on malaria transmitted through several media such as radio, television, posters, handbills, as well as newspapers have not been able to adequately address this nonchalant attitude of these old people towards the acceptability of the modern anti-malaria drugs because they cannot properly feel its impact. Perhaps because they feel that anti-malaria drugs are commonly found in all the nooks and crannies of Kwara State. Semiotics therefore makes signs and symbols as proofs of messages being passed that has meaning to lay man. It should be noted that majority of these rural dwellers (especially the uneducated ones) do not attach much importance to using anti-malaria drugs because of costs involved, inadequate awareness, nonchalant attitude as well as primitive nature of their life style. The level of ignorance about anti-malaria drugs among these old people in the study area is very high because these people dogmatically believe in what they know and are not willing to seek knowledge about what they do not know unless they are strongly persuaded and influenced to do so through semiotics advertising strategy.

Research Question

Is there any significant relationship between semiotic advertising messages and the degree of awareness of anti-malaria drugs among old people in Kwara State?

Objective of the Study

The objective of this study is to examine the relationship between semiotic advertising messages and the level of awareness of anti-malaria drugs among old people in Kwara State.

Research Hypothesis

H₀: there is no significant relationship between semiotic advertising messages and the level of awareness of anti-malaria drugs among old people in Kwara State.

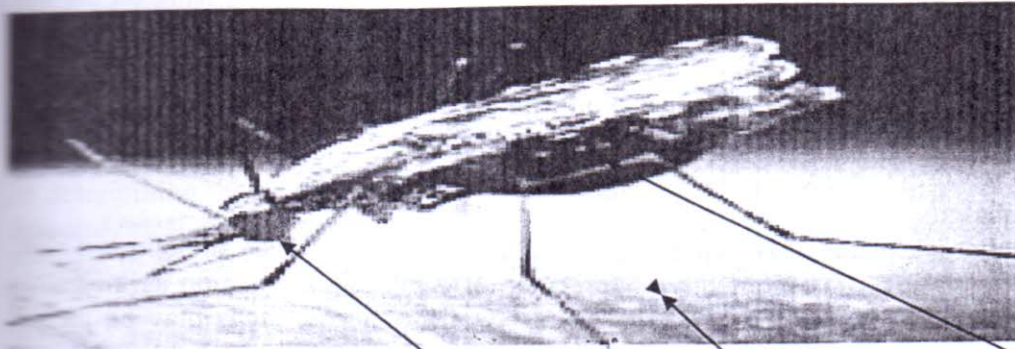
Literature Review

Semiotics is applicable in advertising because it makes use of meanings, codes, signifiers such as images and words as well as exploration of culture. Advertising is measured through behavioural response, awareness, motivation and interest or as a result of impact of the medium in which it is offered. Advertisers therefore must try to construct texts that are easily recognizable and sufficiently compelling to viewers in order to ginger them to understand, (Maggio-Muller & Evans, 2008). Peirce (2014) opined that nothing is a sign unless it is interpreted as a sign. This interpretation is by relating a sign to familiar systems of conventions and, hence, the sign becomes part of an organized collective of interactions and cannot exist outside such a collective. Signs function as a code between individuals and they trigger or "unlock" previous experiences (Cobley & Jansz, 2000). In short, a human being functions as a "homo significans," that is to say, as a meaning-maker who uses signs to receive, understand, and convey information. Estenfany (2015) posited that a sign is anything which makes meaning to people when they see or hear it. This has two aspects: signifier is the material that has a meaning while signified is the meaning. Louis (2014) cited the three main signifiers for traffic signal colours: 'go' for *green*, 'prepare to stop' for *yellow*, and 'stop' for *red*. Other examples of semiotics in advertising include a picture of a skull and crossbones next to a pack of cigarettes could be used to advertise the harmful nature of cigarette smoking (Image) and a positive message can also be conveyed to endorse a political candidate, using words such as "bravery" or "conservative" to set the candidate apart from his opponents (Text). Others can be in form of sound (jingles) as well as process.

Anti-malaria Drugs' Semiotics

The major anti-malaria drug semiotics is the use of mosquitoes biting and sucking blood from the flesh of human beings thereby transmitting malaria into it. However, this is clearly demonstrated through the malaria is the sign showing presence of mosquitoes, mosquito as an object/sign-vehicle that carries the disease and the red abdomen filled with human blood as the interpretant which gives a very simple understanding to even a lay man that mosquitoes suck blood and transmit malaria to man. Hence, the red abdomen of blood-sucking insect is the code which indicates the health danger that mosquitoes are capable of causing in man, usually if not treated at the right time, it results to untimely death (Wikipedia, 2015). The anti-malaria semiotics is usually and conspicuously shown at the back of anti-malaria drug pack. The following diagram shows the image commonly found almost on all anti-malaria drugs' packs.

image commonly found almost on all anti-malaria drugs' packs.



Source: Author's research (2016)

human flesh

red abdomen

Proboscis for sucking human blood.

Awareness

Awareness is the ability to perceive, to feel, or to be conscious of events, objects, thoughts, emotions, or sensory patterns (Wikipedia, 2014). Creating awareness as one of the objectives of advertising is very crucial which communicate the product's name and other important messages tied to the product. In addition, customers will make purchase of a particular product if they are repeatedly exposed and delivery is very consistent over time (Neil, 2013). This will surely bring about brand equity that would lead to stronger products' reputation, high degree of profit and overall brand value. According to Lea (2015) product awareness consists of customer knowledge of brand benefits, features, slogan, tag lines and other business messaging elements.

Anti-malaria Drugs' Awareness

Although anti-malaria drugs are not new to the people, it has been in existence for a very long time but majority of old people in Kwara State are not adequately aware of the importance the drugs over anti-malaria herbal medicines they are dogmatically used to. They find it very difficult to seek knowledge about what they don't know because they devote most of their time to farming, taking care of their grandchildren and telling old stories to younger ones at home. But anti-malaria drugs' awareness creation through semiotics is very simple, easy to understand, absolutely cheap as well as easily catching the attention of every buyer of the drugs. Even a lay man can easily interpret the meaning of the image at the back of almost all anti-malaria drugs' packs (Louis, 2014)

Theoretical Framework

The following theories have been adopted as a support because they are in tandem with the research topic.

Self-awareness theory

People tend to focus attention on the self or on the external environment. Focusing on the self enables self-evaluation which makes them compare the self with standards of correctness that specify how the self ought to think, feel, and behave. This process allows people to change their behavior and to experience pride and dissatisfaction with the self. Self-awareness is thus a major mechanism of self-control (Paul, & Guido, 2001)

Peirce's theory of signs

The theory holds that all modes of thinking depend on the use of signs. Every thought is a sign, and every act of reasoning consists of the interpretation of signs. Signs function as mediators between the external world of objects and the internal world of ideas. Signs may be mental representations of objects, which can be known by means of perception of their signs. It is therefore a process of cooperation between signs, their objects, and their "interpretants" -mental representations (Peirce, 2014)

The study therefore adopted Peirce's theory of signs as a support because it is in tandem with how semiotics works as well as showing a mutual relationship between sign (malaria), object (mosquito) and interpretant (red abdomen of the mosquito).

Empirical framework

There are several studies carried out in related fields in which this study reviewed a number of them, these include:

Philip & Macro (2004) examined the effects of advertising on awareness, consideration and brand choice using tracking data, using weekly data on advertising expenditures in various media and response data on awareness, consideration and choice and tested the hierarchy of effects hypothesis. Empirical results were based on a simultaneous equations model with pooled parameters across brands which suggest that the null hypothesis be rejected convincingly. Considering a vector error correction model with pooled parameters to find out if there are dynamic effects of advertising, most advertising effects exist for awareness, although at the same time there are effects for choice. Newspaper advertising turns out to be most influential.

Robert, Ulrich & Michaela (2009) examined the effect of advertising on brand awareness and perceived quality using panel data. Panel data set was used to combine annual brand-level advertising expenditures for over three hundred brands with measures of brand awareness and perceived quality from a large-scale consumer survey to study the effect of advertising. Findings indicated that advertising has consistently a significant positive effect on brand awareness but no significant effect on perceived quality

Methodology

Kwara State is located in the North Central geopolitical zone of Nigeria with sixteen local government areas in which Ifelodun, Ilorin South and Moro are parts of them. The major language spoken is Yoruba. The degree of awareness of anti-malaria drugs by old people in these local government areas is low because majority of them believe in the use of local anti-malaria herbal medicines thereby do not see the need to have knowledge of the workings and efficacy of modern drugs to cure malaria.

Methodology for the study is hereby presented with the variables from literature review, instrument, methods of data administration and analysis. Structured questionnaire was used to

collect data from the target respondents from Ifelodun, Ilorin South and Moro local government areas of Kwara State. The study made use of two sets of variables: awareness (dependent) variables and semiotics (independent) variables. Multiple regression analysis was used to predict the dependent variable from a linear function of a set of independent variables.

Model Specification

In determining the impact of semiotics on awareness of anti-malaria drugs among old people in selected local government areas of Kwara State, a model was formulated that is considered relevant to the data collected using inferential statistics. The model is given below as:

$$Y = f(x_1, x_2, x_3, x_4, \dots, x_n) + e$$

Where Y represents awareness of anti-malaria drugs

X_1 = Image

X_2 = Sound

Population of the Study

The target population of the study is all the rural dwellers of Ifelodun, Ilorin South as well as Moro local government areas of Kwara State. This shows that the population cuts across the three senatorial districts in Kwara State.

Sample Size and Sampling Techniques

The target population is infinite and for the purpose of having a reliable sample size, the study made use of a formula developed by Godden (2014) where the infinite population is greater than 50,000 and arrived at 216 respondents. Therefore, each of the three local government areas has 72 respondents to questionnaire and research assistants were employed in the three local government areas to harvest the views of the respondents because majority of these old people are illiterates. In the whole, two hundred copies of questionnaire were returned on which the sample size was based.

$$SS = \frac{Z^2 \times (p) \times (1 - p)}{C^2}$$

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal

C = Confidence interval, expressed as decimal (e.g., .04 = +/- 4 percentage points)

$$SS = \frac{3.8416 \times .9 \times .1}{.0016} = 216 \text{ rural dwellers}$$

Research Instrument

Close-ended copies of questionnaires were developed and distributed to the respondents which consisted of three survey items which include Bio data, Semiotics as well as Awareness creation. Five (5) points likert scale was therefore used to measure the strength of responses. The coding was carried out as follows: 5 being strongly agreed, 4 agreed, 3 undecideds, 2 disagreed, 1 strongly disagreed.

Data Analysis and Discussion of Findings

In order to analyze the hypothesis which states that there is no significant relationship between semiotics via the use of images as well as sound and the degree of awareness of anti-malaria drugs among rural people in Ifelodun, Ilorin South and Moro local government areas of Kwara State. Multiple regression analysis was employed and presented in table 1 below.

Table I
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 ^a	0.983	0.983	1.28812

Predictors: (Constant), Sound, Image

(Author's Computation, 2016)

Multiple regression analysis was employed to determine the impact of semiotics (image, sound) on awareness of anti-malaria drugs in Kwara State. Table 1 represents the result of the overall awareness of anti-malaria drugs that was regressed against semiotics derived from the study. Image and sound are independent variables which accounted for 98.3% of awareness of anti-malaria drugs in Kwara State while the remaining 1.7% were exogenous variables that were not covered by the model.

The equation characteristics of awareness indicated a moderate R^2 of 0.983. This showed that 98.3% of the variation in "awareness" was explained by this equation, while the remaining 1.7% was explained by other variables not considered by the model

Table II
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	18836.28	2	9418.142	5.68E+03	.000 ^a
Residual	326.871	197	1.659		
Total	19163.16	199			

a. Predictors: (Constant), Sound, Image

Dependent Variable: Awareness

(Author's Computation, 2016)

The analysis of the above table shows regression sum of square value of (18836.28) which is higher than the residual sum of square value of (326.871). The significant value of P (0.000) is less than (0.05) which means that independent variable (semiotics) to a large extent accounts for the variations in the dependent variable (awareness). Therefore there is a significant relationship between semiotics and awareness of anti-malaria drugs

Table III
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.142	0.646		-1.768	0.079
IMAGES	0.703	0.03	0.615	23.64	0
SOUND	0.335	0.022	0.393	15.106	0

Dependent Variable: AWARENESS

(Author's Computation, 2016)

The coefficient table was used to test if each of the two independent variables contributes to the predictor of the dependent variable 'awareness'. The t value in the study was found to be significant at 0.05. The two factors emerged to be significant (Sig. T <0.05) independent variables in the regression model.

The result on 'image' is positively correlated with awareness of anti-malaria drugs. This means that image enhances awareness creation about anti-malaria drugs by 70.3% of the total sample at 5% significant level. It was also found out that the result on 'sound' shows positive correlation between awareness and sound. This implies that an increase in the use of sound would bring about 33.5% increase in awareness creation on anti-malaria drugs. The magnitude of beta coefficient for sound is statistically significant at 5%.

Conclusion and recommendation

For impact of semiotics on awareness of anti-malaria drugs to be more successful than it is, image of mosquitoes which serves as a sign indicating that mosquitoes is capable of causing malaria in man and its infection is dangerous should be strengthened more. There is also the need to encourage the use of sound (jingle). The study therefore recommends that the use of semiotics should be intensified so as to create more awareness about anti-malaria drugs. Specifically, companies producing anti-malaria drugs should further intensify their efforts on the usage of image as a means of advertising than sound (jingle) because it is absolutely cheaper and easier to understand by a lay man. This will create adequate awareness about anti-malaria drugs and consequently increase its sales.

REFERENCES

- Bill, G. (2004). Sample size and confidence interval. Tutorial note. Retrieved from: <http://William.godden.com>. Sept 12, 2015
- Cobley, P. & Jansz, L. (2000) *Introducing semiotics*, Cambridge, UK: Icon Books
- Paul, S. & Guido, G. (2001). *Self-awareness Theory* (Social Sciences)
- Estenfany, D. (2012). *Semiotics: A powerful communication tool for designers*
- Florian, S. (2013). *A rough guide to the theory of semiotics*. Politics East Asia

- Jones, C. (2009). Importance of Music Jingles in Music. Retrieved from : wikipedia 12th, May 2014.
- Louis, H. (2014). Elements of Semiotics. Retrieved from www.semiotics. 21st March, 2016
- Maggio-Muller, K., & Evans, M. (2008) Culture, communications and business: The power of advanced semiotics. *International Journal of Market Research*, 50(2), 169-180.
- Martin, K. (2006), *Consumer Behaviour and Advertising Management*. New Age International(P) Ltd.; Pulishers.
- Moris, C. (1964). Signification and Significance of semiotics. Retrieved from [www. significance of semiotics](http://www.significanceofsemiotics). 10th, February, 2016
- Philip, H. & Macro, V. (2004). Advertising effects on awareness, consideration and brand choice using tracking data. *Erim Report Series Research in Management* Retrieved from: www.irim.eur.nl 18th May, 2016
- Robert, C., Ulrich, D. & Michaela, D. (2009). The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data
- Shelley, D & Robbert, W (1972). Self- awareness theory (social sciences). What – when –how , in depth tutorials and information.
- Tim, Z. (2013): Four types of awareness. Retrieved from [www. types of awareñess](http://www.typesofawareness). 10th December, 2015
- Wikipedia (2014). The free encyclopedia-[www.defition of awareness](http://www.defitionofawareness)
- Wikipedia (2015). The free encyclopedia-[www.\(code\) semiotics](http://www.code.semiotics)
- Yahya, S. (2013). Contribution of Advertising on Sales Improvement: The Case of Zanzibar Bottlers Limited

APPENDIX

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 ^a	0.983	0.983	1.28812

a. Predictors: (Constant), SOUND, IMAGES

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18836.28	2	9418.142	5.68E+03	.000 ^a
Residual	326.871	197	1.659		
Total	19163.16	199			

a. Predictors: (Constant), SOUND, IMAGES

b. Dependent Variable:
AWARENESS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.142	0.646		-1.768	0.079
IMAGES	0.703	0.03	0.615	23.64	0
SOUND	0.335	0.022	0.393	15.106	0

Dependent Variable: AWARENESS

(Author's Computation, 2016)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.142	0.646		1.768	0.079
IMAGES	0.703	0.03	0.615	23.64	0
SOUND	0.335	0.022	0.393	15.106	0

a. Dependent Variable:
AWARENESS

$$SS = \frac{Z^2 \times (p) \times (1 - p)}{C^2}$$

SS = Sample Size

Z = Z-valueA (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal

C = Confidence interval, expressed as decimal (e.g., .04 = +/- 4 percentage points)

$$SS = \frac{3.8416 \times .9 \times .1}{.0016} = 216 \text{ rural dwellers}$$

