

## PROMOTION OF AGRICULTURAL PRACTICES IN NIGERIA THROUGH ADVERTISING AND AGROECOLOGY

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### Abstract

Although a vital part of the economy, growth in the agricultural sector has been negatively impacted by limited adoption of sustainable practices, declining youth participation, and negative public perceptions of the industry. As global attention shifts towards sustainable and environmentally friendly food systems, especially agroecology, advertising has the potential to influence and shape public perceptions and behaviours towards adopting sustainable agricultural practices. This research examines the influence of advertising on the adoption of agroecology in Nigeria. Using the Diffusion of Innovations Theory and Agenda Setting Theory Framework, the study employed a quantitative survey of 400 rural farmers, agricultural extension officers, and media and communication professionals/facilitators in selected rural communities in Ondo and Oyo States. Stratified sampling was used, and the data were processed and presented descriptively. The findings show that farmers are more aware of and educated about sustainable practices promoted through agricultural or farm-focused broadcasts, particularly on radio. The study also revealed a significant moderate positive correlation between exposure to agricultural advertisements and the adoption of sustainable farming practices. The research demonstrates that integrating agroecology themes into advertising via mass media can support ongoing sustainability programmes and boost participation in agricultural activities in Nigeria. The recommendations include building strategic partnerships among media actors, agricultural organisations, and local change agents to promote eco-friendly farming practices.

**Keywords:** Agroecology, Agricultural Advertising, Sustainable Farming, Nigeria, Media Campaigns, Environmental Communication

### Introduction

Besides being a key driver of economic growth, agriculture also employs more than 70% of the rural workforce, ensuring livelihoods and contributing to food security (NBS, 2023). Challenges such as declining productivity, environmental deterioration, climate change, outdated farming techniques, and low participation by young farmers are, to a large extent, exacerbated by ineffective communication channels and a lack of sustainable farming knowledge among the farming community and the general population. Among all the possible solutions, agroecology addresses these challenges most comprehensively. It is the most advanced and sustainable environment, rooted in biodiversity and natural resource utilisation, and in the promotion of community knowledge to address climate change and achieve national food security (FAO, 2018). Unfortunately, most rural youth and smallholder farmers in Nigeria are still inactive and lack awareness of eco-agricultural practices (Obiora et al., 2021).

In this scenario, using advertising as a form of persuasive communication has proven effective in changing people's attitudes, values, and behaviours across a variety of industries (Nwachukwu & Onyenankya, 2017; Adinlewa, 2024). In Nigeria's agricultural sector, rural radio, television, and digital channels, including WhatsApp and SMS, are increasingly used to disseminate messages on climate-smart farming and agricultural innovations (Ogunlade et al., 2020; Kutelu & Ojoawo, 2025). Other studies report that communication-oriented strategies can significantly increase the adoption rate of farming innovations among farmers, provided they are designed practically (Akintayo et al., 2024). However, very few studies

have examined how advertising affects awareness, perceptions, and adoption of agroecological practices in Nigeria. Available studies largely focus on conventional models of agricultural extension services and thus fail to recognise the advertising potential for promoting the adoption of sustainable farming. This study is designed to fill the gap by exploring the relationship between exposure to advertising and awareness, perceptions, and adoption of agroecological practices among a sample of Nigerians.

### **Statement of the Problem**

While Nigeria's agricultural sector faces many challenges, including poor policy implementation, declining youth interest, and unsustainable farming practices, the industry is critical to the economy (ValueAdd Africa, 2021). The void at the intersection of sustainable, biodiversity, and balanced eco-agroecological farming practices, and farmer perceptions, aggravates these challenges. Contrary to Nigeria's low adoption rate of agroecological practices due to poor communication mechanisms, agroecology, as a branch of sustainable agriculture, is a formidable alternative to conventional farming systems and practices (Obiora et al., 2021).

Exemplary in attitudinal and behavioural change across multiple domains in Nigeria, advertising's potential for "behavioural change communication" in agriculture remains largely unexplored (Ogunlade et al., 2020). A large number of Nigeria's rural population still depends on cash-strapped, antiquated government extension services and has little access to adequate, appropriate agricultural information (Ogunlade et al., 2020). Empirical work, still scarce, harnessing the potential of new technologies around radio, mobile communication, and social media to promote agroecological practices, is promising (Kutelu & Ojoawo, 2025). The absence of a reliable, scientifically grounded understanding of advertising's potential to improve awareness and adoption of agroecological practices means that these agricultural agencies and policymakers may expend resources on communication efforts that fail to promote behaviour change. Closing this gap is fundamental to the future of sustainable agriculture in Nigeria.

### **Research Questions**

This study examines how advertising affects marketing and behavioural change towards the practice of agroecology in Nigeria. To this end, the study has the following research questions:

1. What is the level of awareness of agroecological practices among selected Nigerian populations exposed to agricultural advertisements?
2. Which advertising channels are most effective in disseminating agroecological messages to these populations?
3. To what extent does exposure to agricultural advertising influence the adoption of agroecological practices by these populations?
4. What challenges do farmers and rural communities in the selected populations encounter in accessing or trusting agro-based advertisements?

### **Literature Review**

#### **Agricultural Practice and Sustainability in Nigeria**

Nigeria's agricultural sector is primarily composed of smallholder farmers who manage multiple parcels of land, employ mainly rain-fed practices, and use minimal machinery (Olayide et al., 2016). Also, limited adoption of modern practices, poor access to enhanced seeds, and insufficient credit and extension services have limited productivity (Akinola et al., 2021; World Bank, 2020). These factors have contributed to ongoing food insecurity, soil loss, and increased vulnerability to climate change (Adesiji et al., 2019). To meet these challenges, diverse sustainable agricultural practices that meet the needs of the present without jeopardising those of future generations (Altieri, 2018) must be implemented. These practices must provide farmers with a range of opportunities to improve productivity while preserving the underlying ecosystem.

Nigerian sustainable agriculture involves a combination of traditional farming techniques with modern, eco-friendly practices; a harmonious mix of cropping systems and soil management practices, fuelled by organic farming and agroforestry (FAO, 2018; Nwajiuba and Onyake, 2019). The reduction of chemical fertilisers and pesticides also contributes to reasonable environmental safety, soil fertility and minimisation of environmental hazards (Pretty et al., 2018). Increased adoption of sustainable agricultural practices relies on properly designed and implemented communication strategies and agricultural extension service delivery, including awareness campaigns and educational programs focused on disadvantaged rural areas (Ajayi et al., 2017). Training and equipping farmers, as well as implementing policies that support

sustainable agriculture, will be the cornerstone of achieving ongoing agricultural sustainability in Nigeria (Obalum et al., 2017).

### **Advertising as a Tool for Agricultural Communication**

In terms of advertising's primary role as a promoter of an organisation's product or service, it also has other important roles, including shaping people's attitudes for a particular purpose, changing people's behaviour toward a subject, and facilitating the diffusion of new ideas and techniques. In agricultural development, advertising enhances the dissemination of information and new farming methods, improves market access, and increases knowledge of agricultural government programmes and policies (Nwachukwu & Onyenakeya, 2017). Apart from its role in product promotion, advertising has developmental significance by narrowing the information dissemination gap between decision-makers, extension agents, and farmers in rural areas (Ogunlade et al., 2020).

Advertising in the agricultural sector in Nigeria succeeds through media selection, message clarity, and cultural and linguistic localisation, among many other factors. According to previous studies, Arokoyo (2012) and Okeke et al. (2016), radio is the most effective means of communicating with rural audiences due to its accessibility, and mobile devices and social media tools are effective means of communicating with younger audiences. Unfortunately, agricultural advertising is not in the hands of farming marketers, who are failing to analyse their target audience, implement effective audience feedback systems, or perform sustained marketing efforts, resulting in a complete failure of the marketing efforts (Agunga & Manda, 2014). Advertising efforts directed toward agriculture are not effective and cannot be sustained unless they are participatory, contextualised, and sensitive to the socio-cultural realities of the target farming communities. There is also a need to balance the efforts with measurable public and private stakeholder investments to guarantee effective, sustained, and scalable changes in agricultural practices and livelihoods (Ogunlade et al., 2020; FAO, 2018).

### **Understanding Agroecology and Its Relevance to Nigeria**

Agroecology is the application of ecological principles to agricultural systems. It focuses on maintaining biodiversity, soil regeneration, and reducing external inputs, making it a more sustainable option than input-driven industrial farming (Altieri & Nicholls, 2020). In Nigeria, the adoption of agroecology is most critical given land degradation, unpredictable rainfall, and pesticide misuse. The Nigerian National Agricultural Technology and Innovation Policy (NATIP) 2022 – 2027 commits to modernising production systems through research, extension, and farmer organisations, which are expected to streamline the agroecology scaling-up process. At the same time, the Climate Change Act 2021 and the National Climate Change Policy 2021 provide a comprehensive framework for low-carbon, climate-resilient development across all sectors, including agriculture (FMARD, 2022; Federal Republic of Nigeria, 2021a, 2021b).

In Nigeria, specific agricultural practices such as intercropping, composting and manure management, and agroforestry continue to demonstrate increased resilience and, in some contexts, higher yields over time. For instance, in southern Nigeria, cassava-maize intercropping increased resource-use efficiency and soil moisture retention, and grain yield on nutrient-poor soils (Okoro et al. 2022). Since 2021, composting demonstration events in Jigawa, Kano, Gombe, and Nasarawa have helped farmers manage fertiliser price shocks and improve soil health (Sasakawa Africa Association – Nigeria, 2023). In Ekiti State, cocoa farmers' reasons for maintaining shade trees are well documented—diverse income and reduced climate risks. Likewise, the extent of cocoa agroforestry as a climate adaptation strategy has been demonstrated through remote sensing (Akinyemi et al., 2025; Akinyemi et al., 2024).

In rural Nigeria, farmers' personal food self-provisioning has been empirically linked to a 10.9% greater propensity to adopt agroecological practices, illuminating the connection between attaining household food security and adopting agroecological practices (Adeyemi et al., 2024). On the other hand, available evidence regarding the adoption of organic/agroecological practices in Southeast Nigeria underscores the importance of credit, extension contact, and training, which are the focus of NATIP in the context of cooperative revitalisation and extension reform (Nwankwo et al., 2023; FMARD, 2022). Even with these advances, the absence of adequate and efficient regulation of deforestation in commodity frontiers (i.e., cocoa encroachment into the Omo Forest Reserve), the lack of funds, and uneven extension remain barriers (AP News, 2023). Ongoing farmer education, supplemented by media advocacy and policy support, can position agroecology as a cutting-edge, socially and economically beneficial practice, which is crucial to preserving Nigeria's forests and soils.

### **Community Radio and Extension Media in Nigeria**

The ways mass media messages and images are received and understood in the public sphere inescapably shape how the public receives and interprets innovations in agriculture. In agriculture, communication is most effective through interruption, feedback, and audience participation rather than one-way communication (Atsér et al., 2022).

Localised media are crucial for disseminating national agricultural policies in a way that is accessible to farmers. Evidence abounds about the positive impact of climate-smart agriculture training and adoption of practices, such as mulching and mixed cropping, on farmers in Oyo and Benue States through community radio initiatives (Adefalu et al., 2021). The culture of communication and the opportunities to participate through calls were aspects of the communication that the farmers appreciated, exemplifying two-way communication.

The use of online communication, such as WhatsApp groups and social media, has been reported to complement rather than replace traditional face-to-face extension services. In North-West Nigeria, Alhassan et al. (2023) reported that extension staff used WhatsApp and Facebook to disseminate weather forecasts and pest alerts, and to share training videos, thereby adding trust and immediacy to their advisory services. The use of social media in extension services, in this case, demonstrates that media convergence expands opportunities for social and behavioural change. Participatory Agricultural Radio Campaigns (PARCs), conducted by the African Radio Research Initiative, showed that farmers who were subjected to repeated, interactive radio campaigns had significantly increased adoption of improved seeds and fertilisers than their counterparts who were not radio-campaigned (Chapota et al., 2014). The campaigns provide an excellent example of how behavioural outcomes can be improved through repetition, the use of local dialects, and the inclusion of farmers in the audio messages.

### **Empirical Review**

Facts show that communications as a whole, specifically advertisements, communications through media, and digital communications, are all very powerful and can affect the agricultural sectors. However, the specific fusions of advertising, agroecology, and behavioural changes in Nigeria remain very understudied. Nwachukwu and Onyenakeya (2017) discovered that radio remains the most trusted source of agricultural information in Ekiti State, although without an agroecological advertising focus. Ogunlade et al. (2020) stated that there was an increase in radio programming that improved climate adaptation awareness in the Southwest of Nigeria, but noted a lack of advertising by design. Obiora et al. (2021) stated that the adoption of agroecological practices in South East Nigeria was very low due to a lack of awareness and extension services, as well as a lack of a communication model.

Ajilore and others, while in Ogun State, have shown that radio exposure improves the adoption of better farming practices, but their study excluded digital platforms, youth, and agroecology. Adebayo and Adedoyin, in 2020, demonstrated retention and a willingness to adopt organic pest control, especially through mass persuasion, which works. Akinbile and others in 2015 stated that mass media focused on soil conservation education in Oyo State, but there was a lack of sustained mass adoption. Adekunle and Okunlola, in 2017, identified some social media campaigns to encourage peer youth in modern farming practices, from positive little perhaps to the exclusion of agroecology and sustainable practices in focused Lagos. Agbamu in 2019 reported marginal radio dependence among rural farmers, along with marginally low participation, resulting from radio mass persuasion; therefore, it should be a high collaborative priority for radio-mass media, extension workers, and rural agriculture.

Daudu et al. (2021) indicated that certain disciplines of sustainable agriculture were being taught to semiliterate farmers and that they were engaged in educational programs on sustainable agriculture on television, although the participants were not educated in the principles of agroecology. In the study by Odunremi and Oladeji (2019), consistent, culturally relevant advertisements were correlated with improvements in composting and reductions in chemical use in the state of Osun. According to Altieri and Nicholls (2020), agroecology advocates raising awareness of the concept among the public and pursuing sustainable alterations to processes through a policy framework; otherwise, it will remain an overlooked field on a global scale. In Inegbedion et al. (2021), it was acknowledged that there was a considerable increase in farmer turnover in the South-South region of Nigeria, and that marketing farmers through social communication applications, such as WhatsApp and Instagram, reduced their costs. It was also the case for Nwaizugbo and Abereola (2021); in Southwest Nigeria, social media (WhatsApp and Twitter) were proven

to enhance the efficacy of advertisement. A survey conducted by Ivwighren et al. (2023) demonstrated that there is genuine diversity in the credibility of Delta State's advertisements and in consumers' trust, despite their high persuasiveness. Ogbeide-Osaretin and Ebhote (2020) demonstrated that the positive impact of digital marketing on the transformation of agriculture in rural areas of Nigeria is a long-term effect. In Atsér et al. (2022), a comparison is made between videos and radio advertisements, and demonstration interventions in cassava farming communities, and the towns were subjected to a well-designed study that shows the differences in innovation uptake between the communities and the villages.

These contributions all show how digital media advertising, social media, and multimedia communications, combined with agribusiness marketing, have considerably impacted the agribusiness sector and the adoption of innovation in development. The relationships between advertising strategies and the targeted promotion of ecologically sound agricultural practices are absent. The present research has attempted to fill this gap by using survey data on the rural/urban divide in responses to sound agriculture advertisements in Nigeria.

### **Theoretical Framework**

Regarding advertising in Nigeria, this study is based on two complementary theories: the Diffusion of Innovations and Agenda Setting Theory.

According to Diffusion of Innovations Theory, first proposed by Rogers (1962), it describes how new concepts and practices integrate with social systems. Adoption occurs at several levels, namely, knowledge, persuasion, decision, implementation, and affirmation. There are also key variables of relative advantage, compatibility, complexity, trialability, and observability.

At the same time, Agenda-Setting Theory describes how the public emphasises certain topics and neglects others. This theory is especially important when public discourse is limited, as in the case of Agriculture and Sustainability (Obiora et al., 2021). These theories also provide the strongest conceptual underpinnings for this study to date, illustrating the mechanisms of the innovation's diffusion and the advertising's strength in setting the agenda with the mass media.

For this research, agroecology has been defined as a novelty in Nigerian agriculture, specifically among smallholder farmers who depend on traditional inputs (Altieri & Nicholls, 2020). Promotion is a means of communication that can accelerate diffusion by raising awareness, addressing misunderstandings, and highlighting the benefits of sustainable practices. For example, localised jingles in the Hausa language have been reported to increase farmers' adoption of organic pest control practices (Adebayo & Adedoyin, 2020). In the same way, audiences can be moved from knowing to being persuaded and adopting (Atsér et al., 2022) through radio and social media campaigns showcasing composting or soil restoration.

Evidence from Nigeria has emphasised this linkage. Ajilore et al. (2022) stated that frequencies of exposure to radio programmes on agriculture stimulated the adoption of more advanced farming practices in Ogun State. Inegbedion et al. (2021) also acknowledged that digital platforms are changing diffusion patterns; in South-South Nigeria, farmers' marketing outcomes improved significantly with the use of WhatsApp and Instagram. In Delta State, the persuasive effect of digital advertising on consumers' perception has been confirmed by Ivwighren et al. (2023).

Rogers' findings have once again highlighted the importance of communication tools in the innovation-decision process. Agenda-Setting Theory is also applicable here. Masson et al. (2021) explain that strategically allocating advertising attention to agroecological practices can position these practices as a social and political concern, thereby advocating for them.

In rural Nigeria, where radio is still the most important medium (Nwachukwu & Onyenankeya, 2017), sustainable agriculture can be framed as a priority, and agroecological messages can be made consistent. This has been shown by Ogunremi and Oladeji (2019), who found that culturally relevant advertisements increased responsiveness to composting, thereby decreasing the use of chemicals in Osun State. By using these theories, the study promotes agroecology not simply as a promotional tool but as a strategic communication tool that could increase awareness, shift the public conversation, and ultimately change behaviours around agroecology.

### **Research Method**

The study had a descriptive survey approach. It helped clarify farmers' and agroecological actors' perceptions of how advertising affects the promotion of sustainable agriculture in their environments. The descriptive survey approach has been dominant in promotion and perception studies within the agricultural

sector (Ajilore et al., 2022; Atsér et al., 2022).

The study population comprised registered and practising farmers in Ondo and Oyo States, Nigeria, as well as agricultural communication officers and agroecology extension workers. These two states were purposefully chosen because of their active farming practice, the ease of access to radio and community advertising, and the increased attention on agroecological methods. According to the National Bureau of Statistics (2022), Ondo and Oyo states have a total population of around 11.8 million, with over 60% of the population engaged in farming. The study targeted farmers in the six Local Government Areas (LGAs) of the country where agroecological and agricultural advertising programs have been more active and visible.

A multi-stage sampling strategy offered a way to gain a representative sample and account for varied perspectives (Etikan & Bala, 2017; Saunders et al., 2019):

Step 1: From each state, three LGAs were selected based on their agricultural significance and the presence of agroecological initiatives, using purposive sampling.

Step 2: Of the selected LGAs, two farming communities were randomly selected.

Step 3: From the lists of local farmer associations, participants were selected using systematic random sampling in each community.

The total sample comprised 360 practising farmers, and 20 each from agricultural extension and communication/media roles in agro-related NGOs or government entities, for a total of 400 respondents. This was done to fully represent the three communication, extension and farming roles in alignment with communication and adoption studies (Bryman, 2016; Dillman et al., 2014).

Data collection relied on a single structured questionnaire using a four-point Likert scale, asking respondents to rate their agreement from “Strongly Disagree” to “Strongly Agree,” which aligns with studies on adoption in agriculture and media (Inegbedion et al., 2021; Ogunremi & Oladeji, 2019). In line with recommendations by Dillman et al. (2014), the questionnaire was administered face-to-face to reduce non-response bias and improve the precision of the collected data.

The data were collected, inputted, and analysed on SPSS version 25. Since the purpose of the study is to summarise the views of the participants, rather than to analyse through inferential hypotheses, only descriptive statistics, meaning frequencies and percentages, were used. Descriptive statistics is recommended in the literature in the area of agricultural communication, which is about exploring and attempting to summarise the participants’ awareness and perceptions, in particular (Kothari, 2014; Neuman, 2014).

## Findings

**Table 1: Awareness of Agroecology Through Advertising.**

Response	Frequency	Percentage
Strongly Agree	109	28.2%
Agree	181	46.8%
Disagree	72	18.6%
Strongly Disagree	25	6.5%
Total	387	100%

The results in Table 2 reveal that radio remains the most effective and dominant means of disseminating agroecological information to rural farmers in the study states.

**Table 2: Most Effective Communication Channels**

Medium	Frequency	Percentage
Radio	198	51.2%
Television	92	23.8%
Posters/Flyers	45	11.6%
Social Media	32	8.3%
Others (e.g., town criers)	20	5.1%
<b>Total</b>	<b>387</b>	<b>100%</b>

Advertising campaigns are effective awareness tools, as approximately 75% of respondents agreed or strongly agreed that their awareness of agroecological practices increased because of advertising.

**Table 3: Influence of Advertising on Practice Adoption**

Response	Frequency	Percentage
Strongly Agree	94	24.3%
Agree	147	38.0%
Disagree	96	24.8%
Strongly Disagree	50	12.9%
<b>Total</b>	<b>387</b>	<b>100%</b>

62.3% of farmers agreed or strongly agreed that advertising drove the adoption of agroecological practices, indicating promising conversion from awareness to practice, albeit in moderate levels.

**Table 4: Challenges in Accessing or Trusting Agro-Based Advertisements**

Challenge Noted	Frequency	Percentage
Lack of Trust	112	28.9%
Poor Signal/Electricity	96	24.8%
Illiteracy	78	20.2%
Infrequent Messaging	59	15.2%
Others	42	10.9%
<b>Total</b>	<b>387</b>	<b>100%</b>

The primary barriers to farmers acting upon and/or accessing agro-based advertising messages are infrastructure and trust issues.

### Discussion of Findings

The information gathered in this research illustrates the effects of advertisements on the promotion and adoption of agroecological practices by farmers in Ondo and Oyo States, Nigeria. The discussion will focus on the themes identified from the information and their correlation with relevant research and theories. The study showed considerable awareness of major agroecological practices, including crop rotation, composting, and integrated pest management, supporting Altieri et al. (2015)'s assertion that the initial step in agroecological transformation is awareness-building, particularly when information is tailored and communicated in local dialects. Arokoyo (2012) examined the influence of media on awareness and understanding of sustainable farming and found that campaigns increased awareness and knowledge among smallholder farmers in Nigeria. This is also supported by the Green Brand Equity Theory, which proposes that consistent green messaging creates associations in consumers' (in this case, farmers') minds, leading to increased trust and loyalty toward the brand and eco-friendly practices (Chen, 2010).

The research indicates that radio remains the most powerful medium, as 51.2% of participants stated it is the most accessed information source. This corroborates the findings of Ayanlade et al. (2021), who observed that radio's trustworthiness among rural farmers in Nigeria exceeds that of any other media because of its widespread availability and vernacular use. In the same vein, Adebayo and Adesope (2007) noted that radio is most effective for communicating with farmers in remote rural areas without electricity or internet access. This aligns with Social Learning Theory (Bandura, 2001), which states that learning of behaviours occurs more readily through observation and reinforcement of use when the source is perceived as relatable or credible. Farmers' repeated exposure to radio broadcasts in their dialects is likely to facilitate the adoption of behaviours by offering models and testimonies of other successful farmers.

62.3% of respondents stated media campaigns influenced them to adopt one or more agroecological practices. This demonstrates a marked advancement in the awareness-to-action shift, indicative of the cognitive-behavioural phases in Social Learning Theory (Bandura, 2001). Such a behaviour change aligns with Oyedele and Obielozie (2020), whose studies illustrated the impact of strategically targeted environmental advertising on some Nigerian farmers' decision to reduce their chemical use. Furthermore, it substantiates several studies, particularly Madukwe (2006), which focused on the significance of the right message, delivered with clarity and relevance, in promoting positive behavioural changes towards

sustainability among rural farmers.

Individuals engaged in agriculture in both states exhibit low interaction with internet-based resources. Despite the proliferation of digital communication, this situation aligns with Oyesomi et al. (2019), who reported that, due to low internet usage and digital literacy in rural areas of Nigeria, the use of social media in agricultural programs is ineffective. Hence, this indicates that while there is a chance for digital promotion, traditional advertising media are still necessary in rural areas. In this regard, advertising campaigns should adopt a mixed strategy that combines traditional media with online communication to increase accessibility and inclusiveness. Therefore, the advertising implemented social behavioural changes in agriculture, while traditional media, particularly radio, is highly effective in rural Nigeria. The use of radio, along with other conventional media, reflects the active dissemination of agroecologically beneficial practices and knowledge to farmers.

Results indicate moderate confidence in government-sponsored marketing initiatives, as widespread doubt among farmers persists regarding political and/or economic motives. This is consistent with the claim of Chikezie et al. (2012), who found that the level of community trust in the source of the message determined engagement with the message in the area of agricultural development. Here, again, the Social Learning Theory applies. It is more likely that farmers will adopt the practices of local leaders or extension officers they trust, rather than those of distant or external organisations. This, therefore, necessitates a stronger partnership between media developers and regional players to enhance the authenticity and effectiveness of the messages.

### **Conclusion**

Promoting sustainable agriculture through advertising is particularly relevant in Nigeria at this time. Results attest that for rural and semi-urban areas, traditional advertising, especially radio, is the most potent communication tool. Policymakers and agricultural agencies can use this form of communication, along with print and in-person advertisements, to promote a shift among target farmers toward agroecology and other environmentally friendly farming methods. To achieve the most influence, advertising must be accurate, culturally relevant, and supported by established institutions and community programs. Improving the media, along with access, message construction, and local community participation, will most likely result in meaningful change that transforms agriculture in sustainable ways.

### **Recommendations**

From the results of this research, the following recommendations are made:

1. The Government and NGOs should allocate more resources to sustain agroecological promotion, especially through outreach via reliable traditional media such as radio and community gatherings. Culturally relevant content in national and local vernaculars should sustain outreach to rural farmers and deepen their consciousness.
2. For better engagement, those designing the campaigns should first focus on community radio and in-person extension methods before migrating farmers to mobile-based methods. Collaboration with agricultural cooperatives is encouraged, as that is likely to enhance the reach and acceptability of those media.
3. Integrating peer farmers' and model farms' success stories into advertisements can foster behavioural change. There is a need to mainstream community role models in radio jingles, posters, and demonstration events.
4. Creation of independent agricultural media watchdogs to monitor and evaluate the authenticity of agro-based advertisements rests with policymakers. To enhance farmers' trust, the media should include endorsements from credible figures such as local chiefs and religious leaders.

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