



Owuamalam Emman-Owums ¹⁾
Chizoba P. Okonkwo ²⁾
Stanley U. Ugboaja ³⁾



¹⁾ Department of Mass Communication,
Chukwuemeka Odumegwu Ojukwu University
(Uli, Anambra State, Nigeria)

* Corresponding author: e-mail: emmanowuamalam@gmail.com
ORCID: <https://orcid.org/0000-0001-5621-1059>

²⁾ Department of Mass Communication,
Chukwuemeka Odumegwu Ojukwu University
(Uli, Anambra State, Nigeria)

* Corresponding author: e-mail: chizzieokonkwo@gmail.com
ORCID: <https://orcid.org/0000-0002-0421-0545>

³⁾ Department of Mass Communication, University of Nigeria,
(Nsukka, Enugu State, Nigeria)

* Corresponding author: e-mail: flopapilo@gmail.com
ORCID: <https://orcid.org/0000-0002-7126-2118>

NEWSPAPER PHOTOGRAPHS' INFLUENCE ON MADE IN NIGERIA PRODUCTS PATRONAGE IN ANAMBRA STATE, NIGERIA

WPLYW FOTOGRAFII Z GAZET NA PRODUKTY WYKONANE W NIGERII Z PATRONATEM STANU ANAMBRA W NIGERII

Abstract

Pictures they say worth more than a thousand words. Photographs have gained a world-wide acceptance in terms of its usage in newspapers to stimulate the sales of goods and services based on its immense prowess to establish a mental picture in the mind of readers. This study examines newspaper photographs influence on made-in-Nigeria products patronage in Anambra State. The uses and gratifications theory was adopted as the core theoretical framework for this study. The study adopted survey research method with four hundred copies of questionnaire administered to respondents across five major cities in Anambra State. The study found that the regular usage of photographs on made-in-Nigeria product campaign by the newspapers have prompted many people to patronize locally made products. Therefore, this study recommends that the use of photographs on made-in-Nigeria products' campaign should be integrated or replicated on the various newspapers online platforms since majority of the respondents chose online, as their ideal

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source of accessing newspapers. Also, the study recommends that the federal government should ensure that the newspapers are constantly presenting pictures of quality made-in-Nigeria goods, so that readers' will inadvertently get to associate these goods with quality and reliability.

Keywords: photographs, newspapers, influence, products, patronage, goods

Streszczenie

Wypowiadane przez nich obrazy warte więcej niż tysiąc słów. Fotografie zyskały ogólnoswiatową akceptację w zakresie ich wykorzystania w gazetach do stymulowania sprzedaży towarów i usług w oparciu o ich ogromną zręczność w tworzeniu mentalnego obrazu w umysłach czytelników. Niniejsze badanie dotyczy wpływu fotografii prasowych na patronat produktów wyprodukowanych w Nigerii w stanie Anambra. Teoria zastosowań i gratyfikacji została przyjęta jako podstawowe ramy teoretyczne dla tego badania. W badaniu przyjęto metodę badania ankietowego, polegającą na podaniu czterystu kopii kwestionariusza respondentom w pięciu głównych miastach stanu Anambra. Badanie wykazało, że regularne wykorzystywanie zdjęć w kampanii dotyczącej produktów wyprodukowanych w Nigerii przez gazety skłoniło wiele osób do promowania produktów wytwarzanych lokalnie. Dlatego w badaniu tym zaleca się, aby wykorzystanie zdjęć w kampanii dotyczącej produktów wyprodukowanych w Nigerii zostało zintegrowane lub powielone na różnych platformach internetowych gazet, ponieważ większość respondentów wybrała internet, jako idealne źródło dostępu do gazet. Ponadto badanie zaleca, aby rząd federalny dopilnował, aby gazety stale prezentowały zdjęcia wysokiej jakości towarów wyprodukowanych w Nigerii, aby czytelnicy nieumyślnie skojarzyli te towary z jakością i niezawodnością.

Słowa kluczowe: fotografie, gazety, wpływy, produkty, patronat, towary

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Statement of the problem in general outlook and its connection with important scientific and practical tasks.

Photographs have been used in newspapers to persuade or influence the patronage of goods and services based on their prowess to create a mental picture in the mind of readers as well as to boost sales. In recent times, the campaigners of made-in-Nigeria products have also keyed into this strategy by using photographs to promote the sales of made-in-Nigeria products. It is used as a campaign strategy for promoting locally made products. They are expected to attract the attention of Nigerians, in view of the multi-faceted functions of photographs. The debate on the need to encourage the patronage of made-in-Nigerian products has taken the centre stage in different fora in recent times.

The campaign, presented through newspaper photographs is championed by the Federal Government, with support from Senator Ben Murray Bruce, the former Senate President, Bukola Saraki and other stakeholders in the country. Eze (2017, p. 46) opines that the

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campaign on made-in-Nigeria products deserves the support of every Nigerian because it is in our collective interest that it succeeds. Even though the economic recession impacted negatively on the average Nigerian, it will be a blessing in disguise if it leads to the utilization and harnessing of the advantages and opportunities of the buy made-in-Nigeria products.

It is germane to note that the argument for Nigerian-made goods or services emphasizes that existing jobs in the country are protected, while new jobs will likely be created, especially when the demand for the products exceeds the existing capacity of the producers. Increased capacity utilization or expansion of production and services will require more hands which will reduce the level of unemployment in Nigeria (Eze, 2017, p. 46). Despite unsuccessful campaigns in 2004, 2009, and 2010 to pass a bill aimed at encouraging the purchase of locally made products, the present government has reassured local producers of increased patronage in the coming years. This will be after resurrecting plans to provide legal cover for locally made commodities.

Ventures Africa report (2014, p.1) states that: Locally made products accounted for 89.2 percent contribution toward Nigeria's Gross Domestic Product in 2014, a far cry from 68.9 percent contribution recorded in 2011. The Nigerian Export Promotion Council (NEPC) has further encouraged this cause by making the non-oil export a significant contributor to Nigeria's GDP.

Made-In-Nigeria Products Promotion Organization (MINPPRO) promotes products and services made in Nigeria to international markets. It identifies and sources appropriate technology for production that will enhance global competitiveness. It serves as the regulatory body to check production activities within the country.

This is a clear statement of intent by the present government in its efforts to promote the patronage of made-in-Nigeria products. Much is also expected of the local manufacturers in Nigeria in order to penetrate the Nigerian market that are flooded with different varieties of foreign goods. To boost the patronage beyond the campaign message on made-in-Nigeria products that is presently being supported by the Federal Government of Nigeria, there is utmost need for local manufacturers to ensure that they meet up with international standardization and appeal to Nigerians to show some encouragement through constant patronage and commendation.

The influence of images on readers' attention and retention has been debated among scholars since the emergence of camera in 1893. Shortly after the invention of camera, it was adjudged as the tool that could portray scientific data without subjective intervention. Also, it was seen as the accurate mechanism for showing the physical world, because the lens of the camera was seen as being perfect than the lens of a human eye (Andersen, 1989, in Bruder, 2007, p. 213).

It is known and believed that pictures used in news reportage can stir emotions and lead to public outcry, like no other method of expression (Zillman, Gibson & Sargent, 2007, p. 106). Images are powerful means of expressing emotion in a language that all people speak. Pictures are not only more effortless to recognize and process than words, but also easier to recall. When words enter long-term memory they do so with a single code. Pictures, on the other hand, contain two codes: one visual and the other verbal, each stored in different places in the brain (Paivio). The dual-coding nature of images allows for two

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independent ways of accessing visual memories, increasing the odds of remembering at least one of them (Harp & Meyer, 2014).

The influence of newspaper photograph usage in attracting readers' attention towards a particular information for achieving special effect seems enormous. Ezekiel and Ezekiel (2007, p. 123) note that photography has played an increasing role in different media of mass communication that use visual messages to disseminate information.

Photographs have been known to greatly stimulate public interest in current events and human angle stories, presented by the visual media of mass communication. Fasheke (2004, p. 67) opined that the power of photographs in communication stems from the common knowledge that photographs are more powerful than words in message dissemination, hence the dictum: A picture is worth more than a thousand words.

Considerable research like those of Olusola and Olaolu (2012, p. 196), and Okoro and Agbo (2007, p. 68), have shown that photographs are used extensively by newspapers and other printed publication to convey information and to advertise products and services. The practical utilization of photographs is found in nearly every human endeavor. Photography transcends human vision. It captures objects that are invisible because they are too meager or too far, or an incident that happen too fast for the naked eye to see. Photographs can also be referred to as an artistic form that use human conditions to give aesthetic pleasure. For millions of people, photography is a satisfying hobby or a rewarding career. Consequent upon its potency, photograph delivers its message with different purposes such as to inform, educate, promote, entertain and persuade.

Images are extensively used for a variety of purposes and intended effects in a wide range of communication and leisure industries.

The arguments on the efficiency of photographs have stimulated a research interest as to how newspaper photographs have been effective in influencing the acceptance and patronage of made-in-Nigeria products, particularly among the residents of Anambra State. This study, therefore, examines newspaper photographs' influence on made-in-Nigeria products' patronage in Anambra State.

Statement of the Problem

The low patronage of locally made goods by Nigerians is a problem to national development. This problem has made the Federal Government to embark on made-in-Nigeria campaign in the media. It has used the print and broadcast media, among others, to propagate this campaign. This is a problem that has also led to the closure of many industries in the country with social and economic consequences (Eze, 2017).

Photographs are one of the components of all major newspapers in Nigeria and indeed, all over the world. Most Nigerian newspapers publish pictures on daily basis to promote the consumption of made-in-Nigerian products. The extent to which the publication of such photographs has succeeded in influencing readers to patronize made in Nigeria products is yet to be ascertained.

The foregoing leaves one with the questions of; why are Nigerians still patronizing foreign products? Where did Nigerian industries get it wrong in the production process? Why are locally made products often termed sub-standard? Why are locally made goods not competing favourably with foreign made products? What can be done to remedy the problem? This study strived to fill this gap in literature.

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Analysis of latest research where the solution of the problem was initiated.

Objectives of the Study

The general objective of this study is to appraise the influence of newspaper photographs on made-in-Nigeria products' patronage in Anambra State. The specific objectives of this study are as follows:

1. To determine the influence of newspaper photographs' message on made- in-Nigeria products' patronage in Anambra State.
2. To find out the readers' exposure level to newspaper photographs' message on made-in-Nigeria products.
3. To ascertain the relationship between exposure to newspaper photographs used in the campaign message and products' patronage among newspaper readers in Anambra State.

Research Questions

The three research questions formulated for this study were as follows:

- 1) What is the influence of newspaper photographs' message on made-in-Nigeria products' patronage in Anambra State?
- 2) What is the readers' exposure level to newspaper photographs' message on made-in-Nigeria products?
- 3) What is the relationship between exposure to newspaper photographs used in the campaign message and product patronage among newspaper readers in Anambra State?

Theoretical Framework

Uses and Gratifications Theory

This study is anchored on the uses and gratifications theory. The theory was propounded in 1974 by Elihu Katz, Jay Blumler and Michael Gurevitch and originally focused on motivations for choice of mass media message. Uses and gratifications theory is a path to comprehending why and how people actively seek out certain media to satisfy specific needs. The Uses and Gratifications theory has not provided much successful prediction to casual explanation of media choice and use. Folarin (2005, p. 65) observes that the theory perceives the recipient of mass media messages as actively influencing the effect process; which the mass media audience selectively chooses, attends to, perceives and retains the media messages on the basis of his needs and beliefs.

According to Anaeto, Onabajo and Osifeso (2008, p. 70) cited in Ndaliman and Agbo (2013, p. 166) summed up the core tenets of the theory as follows:

- The audience is conceived as active. This believe centres around the assumption that media audience are goal-inclined and struggle to achieve their goals through the media source.
- In the mass communication process, much initiative in linking need gratification and media choice lies with the audience member. The receiver determines what is going to be absorbed and does not allow the media to influence him otherwise.
- The media competes with other sources of need satisfaction. This focuses on the ideal that each individual has several needs. In response to this, they have created a wide range of choices that will meet these needs.

- The theorists believe that the audience can only ascertain the value of the media message. It is the audience who make the decision to view the media; therefore, they accord the value on it by their personal decision to see the media message.

Barran and Davis (2009) opined that the primary strength of the Uses and Gratifications theory is its ability to permit researchers to investigate mediated communication situations via single or multiple sets of psychological needs, psychological motives, communication channels, communication, content and psychological gratifications within a particular or cross-cultural context. It is germane to note that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives (Wogu, 2010, p. 132).

The uses and gratification theory holds sway in this study because media audience have a variety of media need and interest. And they often look out for information and communication channels that can best satisfy these desires.

In this context, since media audience often decide on which media message to be exposed to and its application to the extent that they choose and use only media message that expose them to advertorial and campaigns on patronage of made-in-Nigeria goods and services to satisfy their perceived media need at a given time. Thus, residents of Anambra State are free to decide on how they will use the media and how it will affect them.

Empirical Review of Related Studies

Some researchers have conducted empirical studies that are related to the topic of this study specifically in the area of newspaper photographs' usage to promote an idea or issue. One of the researches in that aspect was done by Padil and Mustaffa (2014) in Malaysia to examine the impact of photographic images in print and online media for political campaign in Malaysia. The researchers used qualitative method to conduct the study. The researchers found that photography medium in media play a pivotal role in conveying the latest and accurate information to the public during electioneering campaign. The research found that the role of photography as an instrument of persuasion in the news media during an election is the most potent weapon.

This is because the media provided powerful channels of information between the political elite and the electorates. The needs and interests of the mass media can never be seen as political agents only, but it is also responsible for the development and prosperity of the country.

In a similar study, Klaus, Ester and Edmund (2005) conducted a study to investigate online, print newspapers and their impact on the extent of the perceived public agenda. The researchers used survey method to conduct the study. The researchers found that both channels contribute to widening the audience agenda. But online newspapers show the effect only in the enlightened group of the society, newspapers are able to expand the scope of those whose range of interests is at most average.

The findings also show that, for the total sample, printed newspapers indeed account for nominal agenda diversity, even after the effect of all other communication channels is controlled for. The more frequently one grabs a printed newspaper per week, the richer one's agenda. The study supported the general idea that reading print newspapers contributes to awareness of more public events and issues than using online newspapers does. The research outcome shows that online newspaper use does have effect; very highly

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educated respondents learn about more public events and issues by using online papers for longer periods of time. In another study, titled an appraisal of photojournalism practices in government newspapers in Nigeria: Insights from the observer and the pointer, carried out by Ijeh (2015). The researchers used in-depth interview and content analysis research methods. The author explains that photojournalism in newspapers forms part of the basic traditions of print media operations in Nigeria.

Newspapers in Nigeria are not complete without photojournalism, and pages other than those for advertorials, editorials, and opinion/features without photographs are regarded as “grey pages”. Photographs are used symmetrically (related to news texts on same pages) and asymmetrically (not related to news texts on same pages) to tell stories either on their own, or to complement news reports in texts. They also beautify pages and make reading of newspapers less monotonous.

The study also shows that photojournalism has become so entrenched in the tradition of newspaper publishing in Nigeria that an unwritten rule promoting the use of photographs to report news has evolved. In view of this, even when documents containing editorial policies and/or guides on the use of photojournalism in newspapers are not readily available, editorial personnel understands the place of photojournalism in the tradition of newspaper publishing make the use of photographs in news reporting prominent.

Another finding of the study opines that photojournalism covers different spheres of newspaper reports, notable among these are Social issues; Politics; Government activities; Sports; Human angle; and Religious issues.

However, all of these do not get equal level of prominence. The variations are believed to rely on the socio-cultural milieu within which the newspapers are published; the tastes and preferences of editorial personnel; differences in ease of access to, and use of photographs; and differences in the expectations of readers.

Holsanova, Holmberg and Holmqvis (2010) conducted a study on tracing integration of text and pictures in newspaper reading. The study found that integrated and serial formats not merely capture readers’ initial attention, but also hold the readers’ interest, thereby promoting a longer and deeper processing of the complex object. The result added to the study of the cognitive stages included in text-photograph integration and offer relevant insights about attention guidance in printed media, learning materials and textbook design.


The researchers found that presented study provides a contribution to the core tracing of the readers’ interaction with complex material in the framework of cognitive load theory. The researchers also suggest a dual scripting principle as an expansion of the signaling principle. The study posits that newspaper reading behavior with experimental conditions contribute to the examination of the cognitive stages involved in words-picture integration, and offer relevant insights for applications in printed and digital media and for the development of user-friendly instructional textbooks.

The study shows that there is a strong support for the spatial contiguity principle in the literature showing that groups studying integrated formats perform much better than groups studying separated formats. The gap to fill in this review by this research will be the adoption of different research method to conduct the study.

It is imperative to look at the study conducted by Dromgoole (2012) which examined the Influence of newspaper images on student perception of agricultural issues.

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The researcher used survey method to conduct the study. The study found that students' exhibited a moderate relationship between pictures and story content in respect to the Hurricane Irene article. The study noted that a significant relationship was present between self-perceived non-advocates and their outlook on milk consumption and the dairy industry with the inclusion of photographs.

The study also found that there were disparities seen between students who have family who work in agriculture, claim membership in an agriculture association. The study found that students' opinions of the two news articles linked to the drought as well as the tropical storm to be the same irrespective of photographic availability. The study concluded that photos had no effect on the overall opinions of the news stories. However, students who received photographs did see a relationship between the photos associated with the flood article and the extent presented in the story.

Jay and Andeelynn (2011) looked at image impact in print media with special focus on how pictures influence news consumers. The researcher used survey method of research to conduct the study. The results of the study revealed that sufficient evidence exists to support the hypotheses that images with a cutline exert large impact on viewer's attitudes compared to pictures with text.

The study found that based on lack of power, it is not possible to draw conclusions in respect to the effect of inoculation used with photos and their attitudinal, involvement, and the main responses.

Aims of paper. Methods

Research Design

The Survey research method was used to conduct this study. Survey allows for the collection of respondents' opinion for the purpose of analyzing the issues raised in the research. The adoption of this method is based on the fact that the study needed to know how readers perceived newspaper photographs message in respect to made-in-Nigeria products. Survey research design defines the target audience and specifies the population to which the result derived from the study could be generalized and concluded (Ohaja, 2003, p. 86).

Population of the Study

The population for this study was drawn from Anambra State, South East geo-political zone of Nigeria. According to the 2006 Census Report, Anambra State has a total population of 4,055,048, (source: www.npc.gov). The 2006 population figure of the State is now obsolete. In view of this defect, the United Nations Population Fund projection of 3.2% was used to ascertain the present population of the State.

This is in line with Owuamalam (2012) and did a projection of 14 years using an annual growth rate of 3.2 percent of UNDP. The projection formulae provides that $P_p = G_p \times P_i \times T$.

Where P_p = to the projected population

G_p = Given population (as at the time of the last census)

P_i = Population increase index

T = Period between the given population and the year of study

Thus; $P_p = 4,055,048, P_i = 3.2\% \times 14$ or $0.032, 2020-2006 = 14$

$P_p = 4,055,048 \times 0.032 \times 14 = 1,816,661$

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This means that the population grew by: 1, 816, 661

To get the projected population of the study, therefore, the population of the study is 4, 055, 048 + 1, 816, 661 = 5, 871, 709. The population of study is therefore, 5, 871, 709.

Sampling Size

The sample size for this research work is 400. The sample size was derived using the Australian Calculator as provided by the National Statistical Service (NSS) of Australia. The calculator provides a simplified formula for calculating sample sizes.

To determine sample size:

Confidence Level: 95%; Population size: 5, 871, 709; Proportion: 0.5;

Confidence Level: 0.049; Upper: 0.54900; Lower: 0.45100; Standard Error: 0.02500

Relative Standard Error: 5.00; Sample size: 400

Therefore, for a population of 5, 871, 709 the basic sample size is 400. Hence, a sample size of four hundred respondents was selected to represent the population of this study.

Sampling Technique/Procedure

Ohaja (2003, p. 145) observed that “selection of sample for a study is necessitated by the impracticability nature of studying the entire population in most cases”.

This study, thus adopted the purposive sampling method.

The purposive sampling method falls under the non-probability sampling technique, which requires the researcher to seek certain characteristics needed. It therefore helps the researcher to narrow down on the target population.

The researcher purposively selected five major cities in Anambra State.

The cities in Anambra State studied were; Onitsha, Awka, Nnewi, Obosi and Ekwulobia. The sample size of 400 was allocated to each of the five selected cities in the State through the adoption of quota sampling technique. A tabular presentation of the selections were as follows:

Table 1. Showing respondents distribution across five major cities in Anambra State.

Selected City	Allocated Sample
Onitsha	80
Awka	80
Nnewi	80
Obosi	80
Ekwulobia	80
Total	400

Source: Field Survey, 2020

Research Instrument

The questionnaire was used as instrument for data collection. The copies of questionnaire had two sections: the demographic and psychographic sections. The questionnaire was in simple sentences and made use of close and open ended techniques, in order to give the respondent opportunity to fill their responses to the questions.

Validity and Reliability of Research Instrument

The questionnaire for this study was subjected to intense scrutiny by research experts to check the sentence construction and language used with a view to ascertaining if the generated meaning reflects what was intended to be measured from the respondents. The

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study also used the pilot study method to test that the similarity in results between the pre-test and post-test values reflected a measure of what the questionnaire was set to measure.

Method of Instrument Administration

In administering the questionnaire, the researcher purposively selected only those that could read and write as well as have knowledge of the federal government campaign on made-in-Nigeria goods and services. This is because the researcher believe that the distributed copies of questionnaire will be the respondents' priority.

Method of Data Analysis

All the data collected for this study were analyzed with quantitative and qualitative analysis methods through the use of Statistical Package for Social Sciences (SPSS). The quantitative analysis tools used for this study were tables of frequencies and percentages. The table presentation of data used title to indicate the material presented therein. Ohaja (2003, p. 105) advised that the column, rows and figures in them should be clearly delineated to avoid confusion.

Exposition of main material of research with complete substantiation of obtained scientific results. Discussion.

Research question 1: To determine the influence of newspaper photographs message on made-in-Nigeria products patronage in Anambra State?

The study shows that 370 (93%) of the respondents stated that newspaper photographs message has huge influence on the patronage of made-in-Nigeria products, 21 (5%) of the respondent newspaper photographs message on made-in-Nigeria products does not have influence on patronage of locally made products while 9 (2%) of the respondents were indifferent in their verdict. This means that newspaper photographs usage on made-in-Nigeria has the potential to boost the sales of made-in-Nigeria products.

To determine the kind of influence that newspaper photographs message has on the patronage of made-in-Nigeria products, the table above showed that 364 (91%) of the sampled respondents said that newspaper photographs message on made-in-Nigeria products has had positive influence on the patronage of locally made products, 30 (7.5%) stated that it has had negative influence on the patronage of made-in-Nigeria products while 6 (1.5%) of the respondents were indifferent.

Research question 2: To find out the readers' exposure level to newspaper photographs message on made-in-Nigeria products?

The table above shows that preponderance of the respondents are avid readers of newspaper with 400 (100%) of the respondents sampled were all avid readers of newspaper as depicted in the above table. It means that the State has a high rate of newspaper readership as shown in the study with 400 (100%) of the respondents affirming to the question asked by the researcher.

From the study, most of the respondents reads newspaper on a daily basis with 380 (95%), some of the respondents said they read newspaper weekly 13 (3%) while 7 (2%) stated that they read newspaper on a monthly basis. It means that preponderance of respondents in the State reads newspaper more on a daily basis than weekly and monthly.

The study shows that 74 (18.5%) of the respondents access newspapers from the vendor's stand, 41 (10.25%) said they access newspapers from the library, 170 (42.5%) of the respondents stated that they access newspapers online while 115 (28.75%) of the respondents noted that they buy newspapers from the vendors. It means that the advent of internet and new media have scaled up the respondents appetite for news consumption which has culminated in the high rate of people surfing the web for information that will best satisfy their needs. It can also be deduced that there is a paradigm shift in the method of accessing newspapers by readers'.

It is germane to note that despite the advent of ICT, most readers still prefer to purchase hard copy of newspapers rather than reading it online.

The study shows that 381 (95.25%) of the respondents were aware of the Federal Government campaign on made in Nigeria products, 14 (3.5%) were not aware of the campaign while 5 (1.25%) of the respondents were indifferent.

It means that the awareness level of the Federal Government campaign on made-in-Nigeria products is high with 381 (95.25%) of the respondents affirming that they are aware of the existence of the campaign.

The study indicates that 385 (96.25%) of the respondents have seen the Federal Government campaign on made in Nigeria products advert on newspapers, 9 (2.25%) of the respondents said they have not seen such advertorial in the newspaper while 6 (1.5%) of the respondents were indifferent. It means that the respondents have come across the advertorial on made-in-Nigeria campaign aimed at boosting the sales of locally made goods and services.

Research question 3: What is the relationship between exposure to campaign message and product patronage among newspaper readers?

The study shows that 374 (94%) which represents majority of the respondents sampled stated that there is a relationship between exposure to campaign on made in Nigeria products and the level of patronage among newspaper readers, 17 (4%) said that there is no relationship between exposure to the campaign and products patronage among newspaper readers while 9 (2%) were indifferent.

It connotes that there is a close link between exposure to newspaper photographs usage on made-in-Nigeria products and patronage.

This implies that exposure with availability of cash by the respondents will lead to patronage.

To determine the factors responsible for the rise in patronage of foreign made products, majority of the respondents 360 (90%) stated that high quality and psychological factors were responsible for the increase in patronage of foreign made goods among Nigerians. 27(7%) of the respondents identified economic factor as the core reason for the rise in patronage of foreign goods, while 13 (3%) of the respondents disclosed that social factor and presumed inferior quality of locally made goods were responsible for their love for foreign goods by Nigerians.


Major Findings of the Study

The following are findings of this study:

1. The study found that the awareness and exposure level of the Federal Government campaign on made-in-Nigeria products is very high among residents of Anambra

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State. The respondents attested to the fact that they have seen the advertorial on made-in-Nigeria products in newspapers.

2. The study also found that most of the respondents depended on the internet as their main source of accessing newspapers 170 (42.5%). This is in line with the growing importance of the Internet as a source of information gathering and dissemination. This finding is in tandem with the assertion made by Ugboaja (2015, p. 34) who opined that with the advent of the Internet and proliferation of internet enabled phones, newspaper readership has shifted from offline to online in view of its attendant benefits.
3. The study disclosed that majority of the respondents affirmed that newspaper photographs' usage has the capacity to stimulate public acceptance and patronage of made-in-Nigeria goods and services. The large number of the sampled population also revealed that newspaper photographs' usage of made-in-Nigeria products has prompted a purchase action. The regular usage of photographs on made-in-Nigeria product campaign by the newspapers have prompted many people to patronize locally made products.
4. The presented data show that there is a closed link between exposure and public acceptance level in respect to the federal government campaign on made-in-Nigeria products.

Conclusions

According to the data gathered, it is safe to suffice that for a media campaign to be successful, the newspaper photographs' content has to adopt factors needed to be eye catching, stimulating and it must also imbibe the culture of patronizing locally made goods. Based on the findings of this study, it is appropriate to state that effective newspaper photographs' usage has the capacity to boost public acceptance and patronage of locally made goods and services. It is expected that the Federal Government would continue to champion the campaign and provide the enabling environment for local firms to succeed in the country.

Recommendations

Based on the findings of this research work, the following recommendations were made:

1. The photographs on made-in-Nigeria products' campaign should be integrated or replicated on the various newspapers online platforms since majority of the respondents chose online, as their ideal source of accessing newspapers.
2. Another means through which newspaper photographs usage can be used to promote the patronage of made-in-Nigeria products is through frequency. The mass media are renowned as agenda setters. Through frequency of publication, such advertorials will set agenda for public discussion which will in turn boost the patronage of locally made goods.
3. The federal government should ensure that the newspapers are constantly presenting pictures of quality Made-in-Nigeria goods, so that the audience will inadvertently get to associate these goods with quality and reliability.


4. The newspaper houses should do more of dedicated picture stories. Picture stories are known to be very effective for promoting ideas and selling concepts. When appropriately used, picture stories of made-in-Nigeria goods and services can effect a positive change in the minds of the audience.

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