

*INTEGRATED MARKETING COMMUNICATION
(IMC) APPROACH TO REVENUE GENERATION:
CASE STUDY OF CASSAVA*

Thesis Report

Submitted by

EDAFEJIRHAYE I. VINCENT



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ASSESSMENT

**After oral defense and examination by three examiners, this project was
graded-----.**

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TO REVENUE GENERATION: CASE STUDY OF CASSAVA.**

By

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**A Master of Science Dissertation Submitted to Covenant University, Ota, Nigeria in
Fulfillment of the Requirement for the Award of Master of Science in Mass
Communication.**

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Certification

We certify that this work was carried out by EDAFEJIRHAYE IDIADA VINCENT in the
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External Examiner
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DEDICATION

I dedicate this work to the Almighty God for His inspiration and divine assistance.

I also dedicate it to **Bishop Madeyi Nathan of Divine Word Ministry, Eket**, Udu Local Government of Delta State for inspiring me to go further in the academics. May God bless you and see you through in your entire endeavour.

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To God be all the glory.

Declaration

**I, Edafejirhaye I. Vincent hereby declare that this research work is my personal effort,
and that this work has not been submitted by anyone in any University worldwide.**

Signed

Date

Student

Abstract

Communication scholars see Integrated Marketing Communication (IMC) as effective persuasive aspect of communication. Thus, this study focuses on how to use IMC to communicate cassava potential to target audience in order to pave way for better revenue generation. The research adopted in-depth interview and survey methods. Three cassava-oriented principal officers were interviewed. The survey used sample size of 210 respondents who were served the questionnaire. The study finds that radio adverts, public relations, oramedia, among other IMC tools are suggested by respondents to be effective tools to communicate cassava potentials to stakeholders. Based on this result, Integrated Marketing Communication (IMC) is seen as an effective tool to drive the message of revenue generation from cassava products in Nigeria. One of the major recommendations is that media organizations and National Orientation Agency should use IMC tools to create more awareness and motivate governments at all levels to promote cassava industrialization.

Key words: Integrated Marketing Communication (IMC), Cassava, Public relations, Advertising, Social marketing, Oramedia, Radio, Television.

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Chapter One

Introduction

1.1 Background to the Study

Integrated marketing communication (IMC) is a management concept that is designed to make different aspects of marketing communication such as advertising, sales promotion, public relations, personal selling, publicity and social media work together as a unified force for effective and efficient communication of ideas, innovations, products and services (Keller 2001; Duncan 2002; Schultz et al 1994 and Belch and Belch 2004). Communication scholars agree that the commonalities and key elements in IMC involve managing marketing communication in a holistic and strategic manner (Duncan and Kliatchko 2005: 7 -34). In a practical sense, IMC attempts to combine, integrate and synergise elements of the communication mix, as the strengths of one are used to offset the weaknesses of others (Kitchen et al 2004) in order to create a unified message (Grove et al 2002) . Borrowing from Nwosu (1996: 41), IMC is the application of a total marketing communication strategy that helps to bring about greater consistency, corporate unity, better image, cost effectiveness, social responsibility and public trust. It also ensures that no aspect or component of the marketing communication suffers neglect in the overall marketing effort and that the benefits of each of them are maximized while their disadvantages or weaknesses are minimized. Some of the tools of Integrated Marketing Communication for effective information dissemination are advertising, publicity, public relations, sales promotion among others. Hence, this project advocates the need to use IMC to sensitise Nigerians to generate additional revenue from cassava to complement revenue from crude oil even as President Jonathan's administration has seen the importance of cassava in Nigerian's economy (Tell June 11, 2012:65). The agricultural sector remains the dominant alternative for this diversification in terms of being a

source of food, income generation for many families and, of course, revenue generation for many African countries such as Nigeria (World Bank 1993).

Cassava (*Manihot esculenta crantz*) is one of the potential agricultural products widely cultivated in Nigeria, but is yet to be fully exploited for the advancement of the country's economy. Although the importance of cassava has been increasingly recognized in Nigeria by successive regimes, especially by President Olusegun Obasanjo's administration since 1999, yet little is being done to raise its exploitation level for foreign export by harnessing all its components and by-products.

Some of the important products and by-products such as the leaves, peels and the supernatant water (cyanide acid) which are veritable elements for revenue generation are still being wasted in the farms and agricultural cottage industries due to myopic understanding of the revenue these items can fetch this nation. Cassava, being a staple food for over 100 million Nigerians, is currently an important export product for foreign exchange. Thus, the massive cultivation of cassava to satisfy the needs of the people, the industrial use of its products and the need to produce bio-fuel to augment the need for fuel for automobile and aviation industries has become necessary. The manual method of farming, harvesting and processing cassava to produce various products and by-products is outdated. Mechanization of cultivation, harvesting and processing has become inevitable in the face of many economic challenges that confront this nation.

Cassava could be harnessed as alternative source for gasoline, kerosene and diesel for domestic and industrial use if the production process is properly funded by government through the private sector. Cassava alone can provide employment to millions of our graduates who are still waiting for white collar jobs (FIIRO 2006:169; <http://www.alvanblanch.co.uk>; <http://www.advancedbiofuelusa.china>).

With cassava, Nigeria can build cassava refineries that will serve multi-purposes. The refineries could serve as machineries for the production of bio-diesel, bio-kero and bio-petrol and at the same time serve as electricity generating plants for the immediate communities. (<http://www.fao.org>. (<http://www.cassavabiz.org/postharvest/ethanol101.htm>).

1.2 Statement of the Problem

Communication is an important element in the development of any nation. Information deficiency could retard the growth rate of any economy anywhere in the world, hence cassava farmers in Nigeria are wasting most by-products of cassava that could boost their income and increase national revenue due to inadequate information on how these could be exploited. In the same vein, Nigeria is suffering from mono-cultural economy of over dependence on crude oil as foreign exchange earner. Cassava products and by-products have the potential to generate substantial revenue to boost the national treasury if, Integrated Marketing Communication is used to inform, educate and mobilized all stakeholders for the cassava initiative and cassava industrial use (<http://advancedbiofuel.onflag/cassava>). The peasant cassava farmers in the rural areas need proper information, funding, machineries and tractors for massive cultivation, harvesting and processing for personal income generation vis-a-vis national revenue increase. Policy makers and the three tiers of government need to be informed so that they could mobilise all stakeholders to invest in cassava industrialization; hence Integrated Marketing Communication (IMC) could be an effective tool to drive the message of revenue generation from cassava products. As a result of the significance of this initiative to Nigeria, this research proposes IMC as a veritable instrument to mobilise Nigerians to generate more revenue from cassava.

1.3 Objectives of the Study

The objectives of the study are to:

- 1 Highlight how information deficiency has been retarding cassava farmers' income generation in Nigeria.
- 2 Investigate the most effective channels to communicate cassava potentials to cassava farmers.
- 3 Examine the Integrated Marketing Communication tools that could be used to motivate the private sector and government at all levels to boost national revenue from cassava.
- 4 Examine the extent to which government can use IMC's tools to increase revenue from cassava.

1.4 Research Questions

Research questions are designed to give research focus (Tukey 1986). Here are the research questions for this study.

1. To what extent has inadequate information slowed revenue from cassava?
2. Which are the most effective media to use to communicate cassava potentials to cassava farmers?
3. What are the Integrated Marketing Communication tools that could be used to motivate the private sector and government at all levels to boost national revenue through cassava in Nigeria?
4. To what extent can government use Integrated Marketing Communication tools to promote cassava revenue generation?

1.5 Significance of the Study

Integrated marketing communication (IMC) is a management concept that is designed to make different aspects of marketing communication such as advertising, sales promotion, public relations, personal selling, publicity and social media work together as a unified force for effective and efficient communication of ideas, innovations, products and services. (Keller 2001; Duncan 2002; Schultz et al 1994 and Belch and Belch 2004).

One of the reasons for the growing importance of IMC is the major role it plays in the process of developing and sustaining brand identity and brand equity (Hendrix 2004:396). Integrated Marketing Communication (IMC) could be an effective instrument of communication to project the importance of cassava as an alternative means for income generation for families, industries and revenue for government. Integrated marketing communication is a veritable tool for citizen mobilization aimed at diffusing new innovation through the media and personal marketing communication.

With the application of advertising, public relations, publicity and social media, the message about the uses of cassava will be effectively disseminated to all cassava farmers, investors and potential investors to take the challenge to invest massively in cassava production for industrial revolution, especially in the area of bio-fuel as a complement to kerosene, gasoline and diesel from crude oil. Finally, the study will add new insights into the use of Integrated Marketing Communication concept.

1.6 Scope of the Study

The scope of this study covers the entire country of Nigeria. However, as a result of limited fund and time constraint respondents were drawn from three local government areas of Delta states and interviewees are purposefully selected from research and cassava oriented organizations.

1.7 Limitation

The study is limited to Cassava farmers, research institute and Cassava industries that are based in Lagos and Delta States. The in-depth interview and opinion poll adopted would have boosted the information gathered from respondents if the study was extended to all other geopolitical zones in Nigeria. In future study, I would like to recommend that the sample size should be increased to 1000 or more for better result. Another limitation is extra mile took by the researcher to use Urhobo language to explain some of the integrated marketing communications tools to the understanding of the rural farmers in order to guide them to make appropriate choice. In spite of the above limitation, the study is a rewarding effort that could be referenced anywhere in the world.

Operational Definition of Terms

Marketing

Marketing is defined as a total system of business activities designed to identify, plan, produce, price, promote and distribute products to meet the needs of present and potential customers.

The Chartered Institute of Marketing of United Kingdom defines marketing as a management process that identifies, anticipates and supplies customer requirement efficiently and profitably.

Marketing is revenue driven arm of any organization positioned for profitable exchange activities.

Marketing Communication

Marketing communication is a type of communication designed to sell ideas, products or services.

Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a holistic communication approach to marketing ideas, products or services. It uses different persuasive elements of marketing communication – public relations, publicity, advertising, personal selling and social media – to convince and sell ideas, products or services.

Cassava

Cassava is an economic crop with tuber at the root. It is a semi shrub with a high energy, (carbohydrate) rich roots that can be processed into a variety of food and industrial products.

The cassava plant has large palmate leaves with 5 or 7 lobes and slender petiole. The stem is interspersed with nodes by which the plant reproduces vegetatively, when mature.

Cyanide

Cyanide is a poisonous liquid, acid or chemical derived from the cassava tuber or starch water.

Garri

Garri is a type of food produced from grated cassava tubers through the process of frying or mechanical roasting.

Tapioca

Tapioca is also a by- product of cassava derived in the process of extracting starch.

Starch

Starch is a product extracted from cassava tuber in the process of removing cassava cyanide

Ethanol

Ethanol is an industrial chemical manufactured from cassava cyanide. Some of the products that could be manufactured from cyanide are:

1. Casa-Kero- alternative bio fuel for cooking and aviation industry
2. Casa- petrol- alternative bio fuel for vehicles
3. Casa-diesel- alternative bio fuel for trucks and generators
4. Anti-septic solvents used in the hospital and at home as a cleaning agent.

The starch water (cyanide) from the cassava root is the major source of ethanol production.

Nigeria's demand for ethanol is around 90 million liters annually (FIIRO 2006: 169 ;

<http://www.cassavabiz.org/postharvest/ethanol101.htm> .

Cultivars

Cultivars are cassava stems use for cultivation. Some people call them cassava cuttings or stems.

Revenue

Revenue is the money individuals, companies or government receive from business, trade or taxes.

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Chapter Two

Literature Review/ Theoretical Framework

2.1 Introduction

Integrated Marketing Communication (IMC) is a management concept that is designed to make different aspects of marketing communication such as advertising, sales promotion, public relations, publicity and social marketing to work together as a unified force rather than permitting each to work in isolation. This concept includes online and offline marketing channels. The online is the internet which comprises the websites, e-mail, facebook, twitter and so on. The offline marketing channels are interpersonal communication, billboard, newspaper, magazine, radio, television and public relations.

The American Marketing Association defines Integrated Marketing Communication (IMC) as a planning process designed to ensure that all brand contacts received by a customer or prospect for a product, service and organization are relevant to that person and consistent over time (Akpobo 2008).

Communication scholars agree that the commonalities and key elements in IMC involve managing marketing communication in a holistic and strategic manner (Duncan and Kliatchko 2005: 7 -34). In a practical sense, it attempts to combine, integrate and synergise elements of the communication mix, as the strengths of one are used to offset the weaknesses of others (Kitchen et al 2004) in order to create a unified message (Grove et al 2002) and must not be developed in isolation (Keller 2001).

Marketing power dictionary sees integrated marketing communication as a holistic approach to promoting, buying and selling in the digital economy ([http// www. Marketingpower.com/ing.dictionary. view 1509. php](http://www.Marketingpower.com/ing.dictionary.view.1509.php)).

Nwosu (1996: 26) contends that exchanging or sharing of information, persuasive argument and negotiation are parts of the marketing communication process. Integrating these communication mixes to achieve a marketing goal vis-a-vis the publicity of the potential products of cassava that could be used to generate income for family sustenance and national revenue generation is highly recommended.

Borrowing from Nwosu (1996: 41), IMC is the application of a total marketing communication strategy that helps to bring about greater consistency, corporate unity, better image, cost effectiveness, social responsibility and public trust. It also ensures that no aspect or component of the marketing communication suffers neglect in the overall marketing effort and that the benefits of each of them are maximized while their disadvantages or weakness are minimized.

At this junction, we can define integrated marketing communication, according to the scope of this paper, as the management process of communicating the idea of exploring and exploiting cassava products to generate personal and national income, using different marketing communication tools.

2.2 The Role of Integrated Marketing Communication

Effective communication is the answer to the motivation of consumers and investors. Until the stakeholders understand the message about the potential in cassava products, none will be moved to invest in cassava business in greater proportion.

INFORMATION

One of the roles of integrated marketing communication is to inform the cassava farmers and other interested groups about the enormous potentials cassava products hold and how to harness them. Some of these products are wasting away in farms due to inadequate knowledge. Some of such products are the cassava leaves which could be processed and

packaged as vegetable, the cassava stems that could be sold or exported for income generation. Others are the starch and starch water scientifically known as cassava cyanide. Starch water is wasted in the process of sieving water from grated cassava in the press for garri production. When the farmer is adequately informed through public relations, seminars, conferences and workshops; many cassava farmers will start to keep the important by-products of cassava.

Another tool of integrated marketing communication that could be used effectively for information dissemination is advertising. The use of advertising in radio, newspapers, television and billboard in persuading cassava farmers to stop wasting cassava leaves, cassava starch and cyanide will go a long way in changing many farmers' previous and present orientation.

Publicity will play a formidable role in publishing the new technologies farmers could use to process cassava leaves into vegetable, cassava starch process for export and industrial use and the new technologies of sieving water from cassava to tank for the purpose of using the water for fuel and other pharmaceutical preparations. This could be demonstrated on television, video CD, DVD, mobile theatre and others for the farmers to see so that they can learn how to do these things by themselves in the farm or in small scale in the cottage industries.

The role of sales promotion in the integrated marketing communication is to challenge the government, public and private companies, investors and organizations to give incentives to cassava farmers. For instance, by building cassava refineries, establishing information resource centre and creating market for the products in strategic places where there are great volumes of cassava production.

EDUCATION

It is the duty of public relations to educate the farmers about the use of the tractors, machineries and the refineries. The public relations officers will mobilize resource persons to educate farmers of each local government turn by turn. This education will cover training of indigenes to man the cassava refineries, the different tractors and machineries for producing different exportable products.

Social media shall be used to communicate with all stakeholders including potential cassava farmers and product producers on the need to fine tune some changes and some new techniques that needed to be integrated in cassava industries. These shall be communicated to farmers through e-mail, mobile phone sms messages and face book because; modern farmers are expected to be internet compliant. Radio and television are useful media to *pass 'how to do it' educational tit-bits to the farmers. For instance, most telephone* handsets carry radio, television and internet. Farmers are encouraged to have these types of handsets to be well informed on time.

SOCIAL MOBILISATION

The integrated component of the communication mix - public relations, advertising, sales promotion, personal selling, publicity and the social media - are forceful and persuasive tools that could be used to mobilize the citizens, cassava farmers, local government chairmen, state governors and the federal government to budget and invest certain percentage of their resources for the industrialization of the cassava products. This could be done by involving Ministry of the Niger Delta, the State Commissions of the Oil Producing states, the private sector, the Multi-national oil companies, Mosques and the Churches in Nigeria to key into the idea. These and others are some of the roles integrated marketing communication can play to help farmers generate more revenue from cassava products.

2.3 Cassava and Revenue Generation

The 2003 Presidential Cassava Initiative recognizes cassava as a crop with the potential to diversify the nation's revenue base. It was projected that by 2007, up to \$5 billion (#750 billion) could be earned from the export of cassava products. It was also reported that cassava leaves alone, prepared as vegetable could also earn Nigeria about US \$7 billion (#996 billion) per annum (NAN 2005, FIIRO 2006:7). Ethanol from cassava cyanide is capable of taking care of Nigeria's annual demand for ethanol for pharmaceutical, automobile and domestic use. Nigeria's present demand for ethanol is higher than 90 million liters annually. And all is imported (FIIRO 2006: 169). Cassava is the answer to alternative fuel for our automobile industries. It is predicted that about 1.7 billion liters per year is needed to substitute or supplement the crude oil fuel imported products. This will run into billions of naira if Nigeria could set up cassava refineries in all cassava producing areas in the middle-belt, south-east, south-south, south-west and some places in the North (Bokanga 2004)

Nigeria as at 2003, with a production output of about 40 million tones annually was reported to be world's largest producer of cassava, yet she plays an insignificant role in the world cassava export market (FIIRO 2006:168). Her output is being used mainly in domestic food consumption. This has contributed to the acute poverty the cassava farmers are experiencing in the rural area. Poor dissemination of information on the potential of cassava, lack of incentives for producers, low levels of irrigation and mechanization, non-existence of cassava refineries, lack of access to post harvest and other preservation technologies and poor maintenance culture among small and medium scale mechanized cassava processors, among other factors, have characterized the cassava landscape in the country. The average cassava farmer in Nigeria is not exposed to adequate information on how to process cassava by-products such as the leaves, cyanide and the peels into food and

industrial products for income generation. Periodic adverts, publicity, community relations and may be mobile theatre could fill this gap.

Cassava (*Manihot esculenta crantz*) is a perennial woody shrub of the family of Euphorbiaceae with over 5,000 known varieties of distinctive plant forms and genetic structures. Its origin is South America- Mexico, Brazil and Columbia – where the wild varieties were found (Allem 1987; 22-24 Allem 1994 133-150; Allem 1999: 123-133, Roa et al 1997 741-750; Olsen and Schael 1999). Cassava was introduced into West Africa by the Portuguese explorers around 16th century and Asia between late 18th and early 19th centuries (Jennings 1976: 81-84; Onwueme 2002:55-65). It is on record that cassava entered Nigeria in the late 17th century through the Island of Sao Tome and Fernando Po (Agbola 1979:58-65). The crop is adaptable to a wide range of climatic conditions. It is grown between latitudes 30° N and 30°S of the equator and more suitable to altitude 1500 to 1800m (Okigbo and Greenland 1978). It tolerates air temperature of between 18°C and 35°C, average rainfall of 500mm to 5000mm and soil PH of 4 to 9. For optimum growth, however, it requires a warm, moist climate where the mean temperatures range from 25°C and 29°C and well distributed annual rainfall of between 1100 and 2000mm (Onwueme 1978, Silvestre 1989). Cassava is mainly cultivated by its Cultivars-stem cuttings. In Edo state, the stem is buried flat on the ground while some people in Delta state plant it angle 45 degree with one side upward. It is believed that the buried system is the best because; it gives the crop opportunity to produce tuber from all sides. It is usually planted at the onset of early rain, usually as from March to November. Some parts of Niger Delta plant the crop round the year. In Nigeria, a survey in the 1990s showed that cassava was grown more intensively in the humid zone where it occupies 60% of the staple crop field than in the sub-humid zone (less than 20%) and in the non-humid zone (5%). Total production of a cassava in the zones depended on their respective cultivated land mass (Nweke et al 1999) observed.

Cassava Products for Revenue Generation.

Cassava roots could be processed into various products for the purpose of consumption and industrial uses. Here are some edible products that could be processed from cassava tubers.

1. Cassava chips and pellets.

These are processed dry for export. The products serve as carbohydrate base for livestock feed in Europe and could be prepared into bake able food like eba, lafun and agbu. Pellets and chips are non-fermented products.

2. Starch

Starch is processed like 'eba' for use with soup. It could also be processed to produce custard for children and adults.

3. Tapioca is a kind of roughage prepared from cassava in the process of cyanigenization (process of removing starch from cassava).
4. Cassava leaves are prepared and used as vegetable
5. Soy-garri

This is the type of garri processed with soyabeans. It is more nutritious than the ordinary garri as it contains more protein.

6. Bread, doughnut, cake, chin chin and meat-pie could be prepared from cassava flour

Market Opportunities for Cassava

Presently, there are four main cassava products that attract national and international market. They are cassava chips, pellets, starch and cassava flour. The international trade on cassava is highly organized with well established channels of distribution and pricing systems. The major exporters are Thailand, Indonesia, China and Vietnam. All these countries export cassava chips, cassava pellets, cassava starch and cassava flour. Thailand is the largest

exporter of cassava products, accounting for about 94% of the world's total export of cassava products as at the year 2000 (FAO 2004). The major cassava products- importing countries are European nations, China, Japan, South Korea, Indonesia and the United States of America (UNIDO 2005).

At the national level, the new government policy in 2004 to add about 10% - 40% of cassava flour to wheat flour for bread production and the addition of Garri to the national strategic food reserves list have been a great boost to cassava farmers. In addition, several private initiatives through association such as the cassava exporters, cassava growers, cassava processing, cassava machinery and equipment manufacturers are having positive impact on cassava production and marketing. Yet, the potential of cassava products is yet to be fully exploited in Nigeria. The cyanide peels and leaves are still being wasted in the farm. The aim of this study is to use integrated marketing communication (IMC) to motivate, inform and educate farmers and all stakeholders to fully explore and exploit the untapped revenue base in cassava mentioned below. They are:

- (a) The cassava Cyanide
- (b) The peels from cassava tubers
- (c) The cassava leaves
- (d) The cassava flour
- (e) The cassava starch and others.

2.4 Previous Researches on Integrated Marketing Communication

The first formal studies conducted on integrated marketing communications – that is, on identifying and understanding a combined and coordinated approach to marketing communications – were conducted at Northwestern University under the sponsorship of the American Association of Advertising Agencies (AAAA), the Association of National Advertisers (ANA), and the American Advertising Federation (AAF) (Caywood, Schultz & Wang, 1991). It is observed that all the sponsoring organizations were connected in one way or the other to traditional “advertising”, an issue that has created measurement challenges ever since. The outcome of that Northwestern study suggested the focus of IMC should be on “creating one sight and one sound” for the marketer and the brand. Thus, those became the client’s and agency’s “marching orders” and continue even today. Central in explaining and developing that concept was the first IMC text “IMC: Putting It Together and Making It Work” by Schultz, Tannenbaum and Lauterborn (1993). That book represented the coalescence of thinking that led to the development of IMC, and the resulting research it generated has driven much of IMC thinking ever since (Duncan and Mulhern, 2004; Iacobucci and Calder, 2003; Pickton and Broderick, 2004).

Another study carried out in US, by Schultz and Kitchen (1997) is of particular relevance to this study. In an article entitled “Integrated Marketing Communications in U.S. Advertising Agencies: An Exploratory Study”, they examined the extent to which a group of major US advertising agency executives are developing, practicing or utilizing IMC on behalf of their clients. The researchers found that agency executives believed that client budgets will be positively affected by IMC activities.

Kitchen et al (2008) and Chu et al (2010) is another recent study aimed at understanding the universality and particularity of the IMC development process. Through a study of the global

diffusion process, the researchers established the divergences in the operations of IMC in US, United Kingdom and South Korean markets.

In the same vein, another study examined “Perceptions of Integrated Marketing Communications among Public relations Agencies Executives in China” (Chu et al 2010). A total of 16 top PR agencies in China participated in the study, 10 of which were indigenous firms; 5 were foreign in origin; and the last one was a Sino-foreign joint venture agency. The study found that IMC helps PR agencies in China interact more frequently with their clients; it enhances good reputation for PR agencies; expands agencies’ business scope and revenue; promotes increasing specialization; and brings about cordial agency-client relationships. It also reported major constraints to the implementation of IMC among PR firms in China namely: lack of IMC managerial talents in clients’ organizations; no stability of clients’ structure for IMC implementation and poor level of understanding of the true nature of IMC in the part of clients.

In Nigeria, a study was carried out by Olatunji (2011) on the subject “An Exploratory Study of Level of Adoption of Integrated Marketing Communications by Advertising Agencies in Nigeria”. The study focuses on current IMC practices in advertising agencies in Nigeria. Twenty-three registered advertising agencies of Nigeria (AAAN) were studied. The aim was to find out the different forms of IMC tools and strategies adopted by operators of the advertising agencies in Nigeria. The study finds that advertising agencies provide IMC services in-house; that relationship marketing, telemarketing, and internet advertising are not widely used; and that total reliance on mass media vehicles for positioning brands seems to be waning in Nigeria, just as is the case in several other countries. A major weakness of the study pointed out by the researcher was the sample size of advertising agencies and respondents coupled with the use of the questionnaire that were not supplemented with in depth interview or unobtrusive observations to probe deeper into the research subject.

This study however, unlike those mentioned above. It focuses on how Integrated Marketing Communication could be used to promote cassava revenue generation in Nigeria.

2.5 Using Integrated Marketing Communication to Exploit Cassava Revenue

Marketing is defined as a total system of business activities designed to identify, plan, produce, price, promote and distribute products to meet the needs of present and potential customers. (Blythe 2009 :6-9). The Chartered Institute of Marketing of United Kingdom defines marketing as management process which identifies, anticipates and supply customer requirement efficiently and profitably (Patti 2005:7, Kliatchko 2005). Marketing is revenue driven arm of any organization, positioned for exchange of profitable activities.

The dictionary of marketing (second edition) defines marketing as the process of identifying needs and satisfying these needs with suitable goods or services, through product design, distribution and promotion, either as business or as a non- profit - making organization (Ivanovic and Collin 2000:128)

Marketing Communication, therefore, is a different methods of communication used in marketing to get across to target audience or consumers (Baker 2001:486). This includes advertising, publicity, public relations, direct marketing social marketing and sales promotion. As for Shimp (2003) marketing is communication and communication is marketing. This means, all organizations whether involved in marketing products, ideas or services, use various forms of marketing communication to promote their offerings.

Therefore, Integrated Marketing Communication (IMC) is a management concept that is designed to make all aspects of marketing communication to work together as a unified force, than permitting each to work in isolation (Mukoro et al 2011:235, Kitchen et al 2004). This concept includes online and offline marketing channels. The online is the internet which

comprises the website, e-mail, facebook and twitter. The offline marketing channels are interpersonal communication, billboards, newspapers, magazines, radio and television.

Marketing communication is not only about products and services. It is also concerned with marketing of ideas. Cassava exploitation becomes the major idea to all stakeholders. Hence, Hendrix (2004:396) sees IMC as a new way of looking at the whole where once we only saw parts such as advertising, public relations, sales promotion, marketing of ideas and service marketing. It is realigning communication to look at it the way the people, public and all stakeholders see it as a flow of information from common sources. Integrated Marketing Communications therefore, is a holistic communication approach to marketing an idea, product or service (Duncan 2002, Kitchen et al 2004, Kliatchko 2005). In a practical sense, it attempts to combine, integrate and synergize elements of the communication mix, as the strengths of one are used to offset the weaknesses of others to create a unified message (Grove et al 2002) and must not be developed in isolation (Keller 2001).

Schultz and Schultz (1998) argued that the initial concentration of IMC was on marketing communication tactics and operations, rather than a more holistic and comprehensive approach to building customer relationships. Kitchen (2005) agreed and suggested that if IMC is to make a real contribution then communication has to move from a tactical component to a strategic business partner.

Although the definition of IMC has grown over the past 20 years, Duncan's (2002:8) definition seems to have broader application beyond an advertising agency or goods/product perspective. According, to him; "IMC is a cross functional process for creating and nourishing profitable relationship with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven purposeful dialogue with them". From the above point of view, IMC is a seamless communication which blends in a single whole all the elements of persuasive communication

for the purpose of informing the target audience convincing them, selling to them an idea, product or services. It is adjudged to be the most effective persuasive communication mix that has unquestionable and stronger potential to drive the message of exploiting cassava for revenue generation in a country that is engrossed in mono-cultural economy. Borrowing from Nwosu (1996:44):

IMC is the application of total marketing communication strategies that help to bring about greater consistency, corporate unity, better image, cost effectiveness, social responsibility and public trust.

It also ensures that no aspect or components of the marketing communication mix suffer neglect in the overall marketing effort and that the benefits of each of them are maximized while their disadvantages or weaknesses are minimized. Based on the above observations, let's look at Integrated Marketing Communication from four sub-headings viz:

1. Communication

The basic premise of Integrated Marketing Communication is that a number of communication objectives exist for a brand, idea or service; and that there are various communication methods that can be used to achieve those objectives (Keller 2001). In other words, multiple and united options can use two-way communication (Duncan 2002) through interactive media (Belch and Belch 2004) that is data-driven (Duncan 2002; Schultz et al 1994). Therefore, efficient and result-oriented communication is the heart of Integrated Marketing Communication (IMC).

2. Integration

There appears to be too points of views with reference to integration. Communication Scholars like Duncan (2002) stated that IMC means integrating all the sources of brand messages and that integration and interactivity are driven by information

technology. Similarly, Belch and Belch (2004) described it as faultless communication. One of the popular elements of IMC is the belief that integration improves media and message delivery (Nowak et al 1996) and that the need for cognitive consistency and integration without conflict is important (Moriarty 1996). This view implies that integration is managed by an organization who understands its importance.

On the contrary, Schultz (2006a) recently argued that consumers control integration and synergy through media consumption habit and not the marketers. This view was reflected in Levy's empirical research in the 1950^s. Levy noted that while managers were more focused on individual components of marketing actions (e.g. advertising, price or package design) customers tend to use a more contextual and integrated perception of the product, the brand and their existing relationship with it to determine their response (Levy 2006). Duncan and Moriarty (1998) explain that customer and other stakeholders automatically integrate brand messages and marketers must decide whether to relinquish this integration or manage it. Consequently successful integration is strongly linked to synergy.

3. Synergy

Scholars agreed that synergy is a primary benefit of IMC and a central tenet that proposes that each communication medium enhances the contribution of all other media, driven by the potential existence of synergy (Belch and Belch 2004; Naik et al 2003, Shimp 2003,). This explains why the whole is greater than isolated parts (VanRiel 1995). The strength of one is used to offset the weakness of others (Kitchen et al 2004) which creates impact beyond the power of any one message on its own (Moriarty 1996). This brings about the principle of single voice.

4. One Voice

The 'one voice' implies one communication strategy or plan aimed at achieving a single objective (Kliatchko 2005). It proposes the idea of maintaining a clear and consistent image or positioning strategy across all marketing communication speaking with one voice (Carlson et al 2003 Nowak and Phelps 1994). In marketing communication, the target audience or stakeholders must be analyzed to be able to package effective messages that can create awareness and persuasion to move the target stakeholders into action. The target stakeholders in this research are:

- (1) The cassava farmers who are predominantly found in the rural area.
- (2) The private sector - individuals and corporate companies- that can invest in cassava massively for industrial use. The literature review made it plain that industrial production of cassava for export demands huge investment that runs into millions of naira. Proper marketing communication could arouse the interest of the private sector to take the risk.
- (3) The government is another stakeholder. The three-tiers of government- federal, state and local government have greater role to play in the diversification of the country economy using cassava products. They must be well informed, mobilized persuaded and educated on the potential of cassava as a panacea to alternative fuel and industrial revolution. This is the reason why public relations is needed in this integration.
- (4) The General Public or potential cassava farmers and businessmen are also stakeholders to this research. These set of people need constant information through advertisement about the need to take advantage of every part of cassava without wasting any in the farm. The businessmen and women must position themselves for exportation of the product while the engineering sectors are fabricating machineries, spare parts and equipment for the cassava

industries. The media vehicles for the effective dissemination of the messages are:

- (a) The billboards – both in the cities and the rural areas, especially the markets.
- (b) The Newspapers
- (c) The Magazines
- (d) The television
- (e) The mobile phone- as medium for S.M.S messages.
- (f) The internet – website, e-mail and social media- facebook, twitter etc
- (g) Oramedia- for personal communication in the rural area.

From the foregoing, integrated marketing communication (IMC) could be the most efficient and effective approach to drive this message of cassava industrialization in a society that is overwhelmed with a mono-cultural economy based on crude oil. It is capable of waking up our sleeping and insensitive leaders in government into action.

Therefore, this dissertation defines integrated marketing communication as a combination of different marketing communication strategies to sell an idea, product or service using different persuasive forms of communication.

Let us examine the elements of IMC one after the other and see how each could be employed to disseminate the information and promote income generation vis-a-vis revenue from cassava crop.

Advertising

Introduction

Advertising is one of the most popular persuasive forms of communication used by individuals, corporate companies and government. The recent saga of fuel subsidy in Nigeria made the federal government to realize the importance of advertising in communication. The primary objective of advertising is to sell an idea, service or product. This has to do with element of persuasion in attempt to convince the target audience to a point of view. The primary goal of every advertisement is to convince the target public to adopt an idea or patronize a product or services. In this case, cassava products are the primary goals. The idea of generating alternative revenue is the focus.

What is Advertising?

Advertising has its origin in a latin word called “advertere” which means drawing attention to something (Bel – Molokwu 2002, Fadipe 2002:29). This is the reason why part of the activities of advertising for effectiveness is attention getting. It means we can use advertising to get the attention of the cassava farmers, the private sector and the government even as President Jonathan is trying to get Nigerians attention through various advertising in national newspapers, magazines and the broadcast media on the issue of oil subsidy.

Dyer (1982:2) agrees with the above assertion by defining advertisement as “a process of drawing attention to something, notifying or informing somebody of something by word of mouth quite informally and locally without incurring great expenses”. Dyer’s definition limited the activity of advertising to a local or immediate environment. When it comes to informing mass audience the advertiser must go through the mass media to get to the mass target audience. Hence, Wright et al (1982:10) see advertising as “controlled”, identifiable information and persuasion by means of communication media. From the definition,

communication media are seen as the major vehicles of advertising business with which advertisers get across to target audience or customers. Dominick (1990:363) in his book, "The Dynamics of Mass Communication", sees advertising as promotion of idea, goods and services usually paid for by an identified sponsor". The identified sponsor is the advertiser, the owner of the product, the manufacturer, the service provider, or the government official who has an idea, product or service to sell to the target public. Bovee and Arens (1992:7) define advertising as the non-personal communication of information usually paid for, and usually persuasive in nature about products, goods, ideas and service by identified sponsors through various media". Giles (2005:89) in his textbook "Marketing" submits that advertising is a non-personal communication directed at target audience through various media in order to present and promote products, services and ideas. Jefkins and Yadin (2000:4) see advertising as a special form of communication that informs and persuades people to make choice and buying decisions. Russel (1988:23) defines advertising as "a message paid for by an identified sponsor and delivered through some media of mass communication" Advertising as a mix in marketing, can also be approached from the marketing point of view. In order to understand marketing, one needs to explain what the marketing concept is in advertising. This concept according to Kotler(1980:31), mainly acts in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than the competitors. From this point of view, Guiltman and Paul (1982:3-4) highlights and lists the constituents of the marketing concept as including the following:

- (a) The identification of actual or potential customers' demand,
- (b) The development and marketing of products, services or ideas to satisfy identified consumers' demand.
- (c) The communication of the want satisfying, qualities of products, services or ideas to targeted customers

(d) Marketing products, services or ideas to reflect costs, competition and the customer's ability to buy.

(e) The provision of service to ensure customer satisfaction after exchange.

Putting all things together, The American Marketing Association describes marketing, "as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. Based on this view, marketing which stresses the creation of product that meets the wants and needs of buyers, advertising is seen primarily as the facilitator of that exchange. For this reason and many more, under the framework of marketing, advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor" (Wright et al 1982:10). Also responding to the above definition, Dunn et al (1990:9) modify it thus :

Advertising is paid, non-personal communication through various mass media by business firms, non-profit organizations and individuals who are in some ways identified in the message and who hope to inform or persuade members of a particular audience.

The authors further add that the inclusion of certain key words such as "paid", "non-personal", "mass media", "identified" and persuade are distinctive in concretizing as well as distinguishing advertising from other forms of communication.

Ngoa (2011) sees advertising as a commercial communication paid for by identified sponsor through the media.

Putting all the definitions together they reflect, justify and defend:

(a) Advertising's philosophy as a basic requirement for marketing and effective communication.

- (b) Advertising's nature and scope expressed as a business activity committed to the realization of the mutual interests and needs, wants of producers and consumers.
- (c) Advertising's strategies and techniques developed through qualitative researches, dynamic creative approaches in the market place.
- (d) Advertising's ethical standards and status developed and determined by the multifarious social, cultural and other environmental dictates and constraints of the operating system.'

Informational advertising and advocating advertising (also known as public service advertising) seek to promote an idea or influence behaviour. Hence advertising can be used to inform, enlighten, sensitize, persuade and convince cassava farmers not to waste cassava products but rather use them to generate income.

Generating Revenue through Cassava: The Role of Advertising

The universal perception of the functions of advertising, regardless of who is using it and for whatever purpose it is directed at, has been identified as covering three major purposes of communication. These are to inform, to persuade and to remind. In corporate advertising and social marketing the role extends to educating and warning (Foote 1983, Kotler and Zaltman 1971). The information aspect of advertising rests on the act of providing the target audience information about a product, person, organization or an event. The information provided, of course brings the target audience into awareness of the existence and availability of the object or subject in question. On the persuasion role, advertising function to encourage switching and change consumer preference's decision. In its role as reminder, advertising aims to keep the product or service in the mind of the target audience. Advertising functions as a special institution of learning and a tool for warning in social marketing about the danger of certain habits.

INFORMING

Advertising is a veritable instrument for information dissemination. Daiwan (1999:7) agrees that the primary role of advertising is to inform potential buyers or stakeholders about the utility of a market offering or product. Cassava as a product of high industrial potential is not known as such by many farmers, businessmen and government officials. It will take advertising to drive the message into the heart of these stakeholders.

Advertising is a provider of marketing information aimed at selling ideas, products, persons or services for the purpose of stimulating target audience interest. Rotzoll and Heafzer (1986:64-65) as cited in Des Wilson (ed) 2006), quotes James Carey, a communication scholar saying, “advertising is a provider of marketing information and its potential effects, whose purpose is to sell their goods and services”. The rural farmers must be well informed about the uses of cassava peels, leaves and cassava cyanide so that they will stop wasting important components of the product. The job of advertising is to disseminate the information through various media in well packaged messages.

PERSUADING

On the persuasion role of advertising, Kotler (1984:637) avers that advertising functions to build preferences encouraging switching and changing customer’s perception of product attributes. Invariably, what advertising does is to convince users of other product to drop it in favour of the one being offered in the advertisement. Nigerian economy for so many decades has been depending on crude oil as mono-cultural product for foreign earning. This research wants to convince the private sector and the government to drop the idea of mono-product and pick up cassava as a complementary product for revenue generation. As a result of cassava inherent potential, it could be a source of alternative fuel for Nigeria automobile industry and other exportable food as reviewed in this dissertation. Advertising is not just a persuasive, paid form of communication (Foote 1963, Bovee and Arens 1982, Dyer 1982) but

should be seen as economic institution which drives free enterprises toward increased efficiency of ideas, products and services (Inglis 1972, Olatunji 2006). Advertising is not just persuading people but wants to see action on the part of target audience vis -a vis cassava farmers, the private sector and the three-tiers of government in Nigeria with the adoption of cassava as an industrial product for biofuel, the importation of fuel may stop and over #1.3 trillion spent on importation and subsidy of fuel could be used in other productive sectors. Berman (1980:24) agrees that advertising is the voice of technology in any economy. The state of a nation's economy is seen and heard in the advertising messages. In his assertion, he says:

Advertising had been caught up in a situation larger than is generally realized. As a voice of technology, it is associated with much disaffection of industrialized states. And as the most visible form of capitalism, it serves nothing less than a lightning rod for social changes.

Advertising persuades individuals, organizations and government to adopt transformation.

REMINDING

In its role as reminder, advertising aims to keep the product, brand or service in the mind of the target audience. This works in two ways: the first is to encourage brand loyalty (by adopting cassava as major industrial raw material with the potential to diversify the Nigerian economy) and secondly, is to show that there is a sense of urgency in diversifying the economic base of the country to avoid future catastrophes that may result from global economic uncertainty in the crude oil market. Therefore, all messages in newspaper, magazines, billboard, radio and television will serve as a constant reminder to farmers that they cannot continue to waste cassava products in the farm again as usual. It will serve as a reminder to private sector and the government to wake up to the reality of generating revenue from another source other than the crude oil.

EDUCATING

Advertising also serves as a social institution through which consumers learn about new products, ideas and services. According to Olatunji (2005) "Advertising is a social institution for speeding up consumer learning, thus enhancing the trial and acceptance of goods and services either in period of economic gloom or boom". Consumers learn by listening to ad messages. They learn about a new product and where to get it. They also learn about the cost price from ad messages. Therefore, constant advertisement on cassava inherent potentials is capable of teaching stakeholders more about cassava products.

WARNING

Social service advertising (social marketing) not only informs, persuades and reminds, it also warns users, consumers and stakeholders about the danger associated with such activities. For instance, cigarette advert always ends with "smokers are liable to die young". This is a warning. The same principle applies to cassava products as message of this type could be designed viz:

Don't waste cassava peels, you waste them, you waste money

Don't ever eat unfermented garri, it is dangerous to your health, make sure cassava cyanide is thoroughly removed during processing (proposed ad message).

These and other messages could be employed to warn prospects in advertising messages.

Stimulator of Mass Production

Where there are effective advertising messages, there is the belief of mass production of goods and services. It is observed that advertising is an institution of abundance (Potter 1954). By contributing to the efficiency of factors of production, advertising reduces the unit cost of goods and services, thereby stimulating mass production and increases purchases,

creating and sustaining jobs and increasing government revenues arising from taxable incomes and profits (Olatunji 2003).

It is believed, that constant advertising of cassava will increase the confidence of cassava farmers to increase their production output and the private sector will be stimulated to increase their investment base in the crop. The last but not the least the three-tiers of government will be stimulated to build ethanol plants for alternative fuel.

Advertising Media and Messages to Sell Cassava Initiative

This research sees advertising as a form of communication that informs and persuades people to make choices and buying decisions as observed by Jefkins and Yandi (2000:14). It has to do with the business of selling an idea, a product or a service (Okoro 1995). It is a form of non-personal communication usually paid for by an identified person or organization for the purpose of selling ideas, products or services through various media (Okunna 2002:99). The various media in the above definition are the channels or vehicles which convey the advertisement messages to the target audience. They are:

(1) The print media

Newspapers, magazines, posters, billboard, flyers, etc.

(2) The broadcast media

Radio, television, satellite television and cinema

(3) The News Media

Internet, website, e-mail and the social media (facebook, youtube, twitter etc)

(4) Oral-media (personal communication, especially in the rural setting).

Advertising media consist of any way by which sales messages could be conveyed to potential buyers.

In Nigeria, the traditional means of conveying advert messages to people in the early stage of life were through the town crier, hawking and display of product outside to attract passerby (Ogbodoh 1990). Ekwelie (1980) observes, “before the emergence of cities and villages, neighborhood had ways of advertising their wares.” According to him, children would sing recognizable songs to announce availability of goods. Even today, traders also call the attention of their customers through the use of bell and they coin slogans to give effects to their usual “exaggerated” claims.

Modern day advertising began in Nigeria when Henry Townsend published the first newspaper - “Iwe Irohin – in 1859 while commercial advertising started in 1928 when West African Publicity, the fore-runner of Lintas was established by United African Company (UAC) in Nigeria (Okunna 2002:85).

In the industrialized nations such as United Kingdom, advertising started as early as 1800 and 1812 (Jefkins and Yadin 2000). They have varieties of media, compared to the developing nations that have limited media. For instance, in Britain, Benn’s media directory lists over 12,000 advertising media. Almost anything can and has been used as an advertising medium. These include the bus ticket, match boxes, sky, street liter bins, shopping bags, ball pens, shirt and so on and so forth (Jefkin and Yadin 2000:74).

The Media and the Target Audience

The target audiences in this research are the cassava farmers, the potential cassava farmers, the private sector and the three-tiers of government. Each of these target audience is a unique entity. This calls for selection of suitable media or vehicles to convey the ad messages for effective result. For instance, most of the cassava farmers are rural dwellers. Any message placed in newspaper or magazine for them is a wasted effort. Hence the following media are the best options:

1. Using the town crier
2. Using community radio or community radio programmes in state owned radio stations with translation into local dialects.
3. Erecting billboards close to local market areas for all people.
4. Since mobile phones are a common feature in the rural area, sending short messages to farmer will also help convey the ad message to them.

Short messages like:

“Cassava peels are as good as garri: Prepare your own for sale, buyers are coming from the cities.”

Those who receive this message will communicate to others in the village square through inter-personal channel.

The private sector comprises of businessmen and companies. These are elites that are exposed to television, radio, newspaper, magazine, the internet and social media. Billboards placed in strategic locations will be veritable media vehicles to convey the ad messages to them. The officials of the three tiers of government are also exposed to the television, radio, television, magazines, newspapers, billboard, internet and mobile phone. They could be reached through these channels.

Messages to Cassava Farmers and Potential Cassava Farmers

In designing an ad message, the audience and the environment must be studied. Prevailing situations must be analysed to be able to come out with a persuasive and convincing message. According to Moemeka (2011), the message must get to the audience and be understood by target audience at the right time (Olatunji 2012), and generate the intended action from the right media at the right cost.

Here are some messages designed for both potential farmers and cassava farmers. The potential cassava farmers are those people who will later respond to cassava farming as a result of the effectiveness of the ad messages and the income that will be generated from the by-products of cassava.

Message for bill boards in rural markets

Fig.1

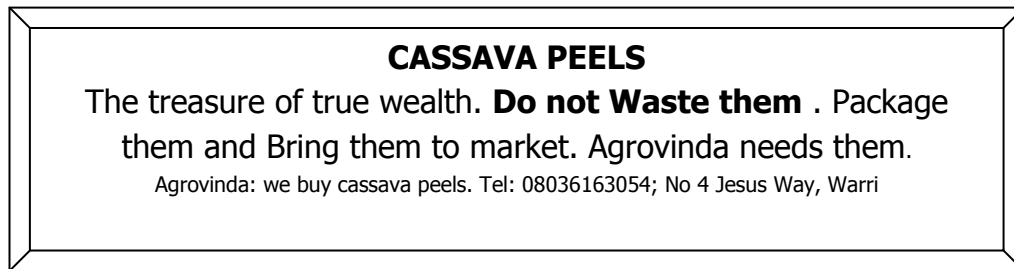
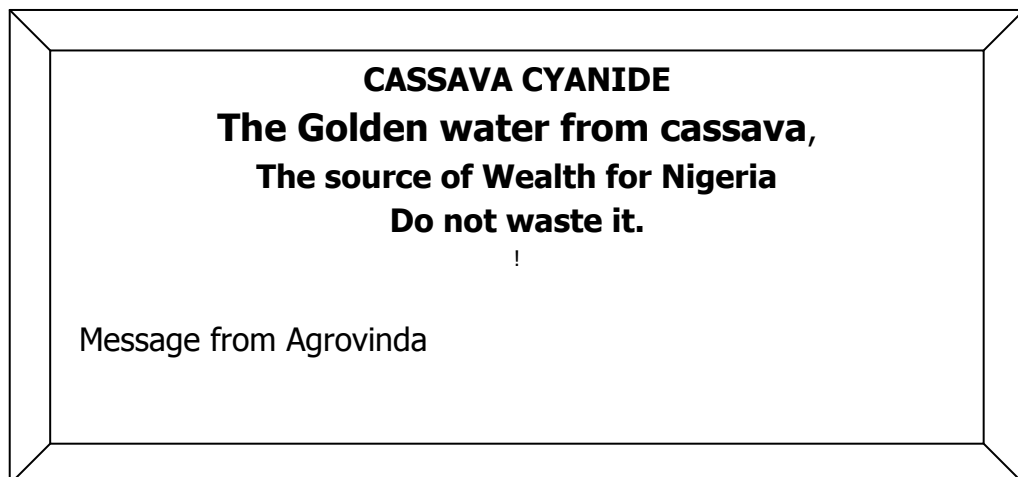


Fig.2



These two messages could be used by town crier for announcement in the community, and be used also in radio with translation into local languages as adverts or social service messages. These and other messages may serve the purpose of communicating cassava potentials to various audiences. Although, these ad messages may look powerful they alone may not be

able to bring forth the desired result as this research intended. This is the reason why the synergy of integrated marketing communication is a blessed union. Therefore the service of public relations is needed to complement the effort of advertising.

The Role of Public Relations

The essence of public relations is to develop and sustain a good relation, mutual understanding and good corporate image between organization, government, individuals and their various publics. Cutlip and Center (1971) see public relations as the communication and interpretation of idea from an institution to its publics and the communication of information, idea and opinions from those publics to the institution in a sincere effort to establish mutuality of interest and this achieves the harmonious adjustment of an institution to its community. This definition emphasizes communication and interpretation of idea. The idea this research is communicating to the cassava farmers, private sector and the government could be exploited for income and revenue generation in this country. It means public relation will go extra miles to the various publics (stakeholders). This art of communication must involve two ways interactive communication in order to establish mutual understanding (Edefejirhaye and Edefejirhaye 2008:34). It is not enough to disseminate information through advertising to the public. It is equally essential to obtain reaction from the audience. Communication process is incomplete without feedback from target audience. Mutual understanding can only be established through interactive communication between organization and its publics. In public relations we talk about publics and not public. The reason is that, PR deals with various categories of people, and best way to refer to them is publics. Therefore; Cutlip and Center's definition is in order. Haywood (1984:4) defines public relations as a management function and activity which is responsible for the creation of favourable attitude among the key publics of an organization. To this definition, Edefejirhaye and Edefejirhaye (2008:33) opine that public relations can only be effective in

an organization if it is represented at highest decision making level of management in any organization where corporate decisions are made. This will create the opportunity for PR to advice and counsel top management, corporate leaders or government so that the policies and programmes of the organization would be compatible with the needs and views of the various publics. It is not healthy to put public relations in a corner and after management decision public relations is asked to release information. No, public relations must be part of the decision of any organization. The idea of diversifying Nigerian economy by using cassava as one of the products is a noble one. PR can make notable contribution for the actualization of the programme. Therefore, public relations should be represented in government, corporate organization, Federal Ministry of Agriculture, National Orientation Agency and individual farms to counsel and relate with the various publics for the actualization of this objective.

The British Institute of Public Relations defines public relations as the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics. This definition is further broadened thus: Public relation practice is a deliberate, planned and sustained effort to established and improve the degree of mutual understanding between an organization with the primary objectives of assisting that organization or individual to deserve, acquire and retain a good reputation (Nkwocha 1999:20). In 1978, several public relations practitioners from different countries of the world met in Mexico and came out with what has been regarded as the most modern and acceptable definition, now known as the 1978 Mexican statement, which states: “public relations practice is the art and social science of analyzing trends, predicting the consequences, counseling the organization’s leaders and implementing planned programme of action which serve both the organization’s and its publics’ interest (Igben 1997:12 Edefejirhaye and Edefejirhaye 2008:30). Ideally, public relations activities should be mutually rewarding to both the organization and its publics. For, the primary rationale of any public relations activity must be to serve the public, rather than just to gain benefits for the organization.

Good public relations is the alignment of the organization's interest with public concerns (Abayomi 2003:14). Many cassava farmers have been living in abject poverty in spite of the abundant opportunity of harnessing the crop for their benefit and national development. It will take effective public relations to lobby the government to establish appropriate legislation or creating the enabling environment for the full exploitation of cassava. It will take a political will for the introduction of ethanol and methanol as alternative fuel for automobiles as it was the case in Brazil in the 1970s (Cardona et al 2010:12-46). It will take effective public relations to convince the government to adopt the same policy in Nigeria.

After a study of 472 definitions of public relations found in books, journals, magazines and frank effort of interviewing 83 public relations veterans for their definitions of the subject, Rex Harlow came up with this definition:

Public relations is a distinctive management function which helps to establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves in the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management to keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound ethical communication techniques as its principal tool (Harlow 1976:34-42; Igben 1997:13;)

In a simple term, public relations is the communication process of building, maintaining and cultivating relationship with key constituents in a communication environment. PR has to do with the cultivation of favourable relationship with the public and stakeholders of an organization through a conceptualized and well executed planned programme of

communication. Thus, the ultimate goal of public relations is to improve communication among parties involved in a relationship developing, maintaining and sustaining goodwill with most if not all the publics. It has to do with giving necessary warning where the need arises to forestall bad omen and unmanageable crisis especially in corporation and national issues.

Public relations is information given to the public, persuasion directed at the public to modify attitudes, actions and effects to integrated attitudes and actions of an institutions with its publics and of publics with those of that institutions (Barney, 1961).

Public relations is seen by Broom (2008; 25) as a discipline which looks after reputation, with the aim of earning understanding and support and influence opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.

In the same vein, Arens (2004:339-340) defines public relations as the management functions that focuses on relationships and communications that individuals and organization have with other groups (stakeholders) for the purpose of creating mutual goodwill.

Fundamental Elements of Public Relations

From the analysis of all the above definitions 15 basic elements of public relation could be extracted, but only a few would be mentioned.

1. Public relation is a type of communication
2. It is a persuasive communication aimed at imparting idea.
3. It is an interactive communication with the objective to establish mutual understanding.
4. Public relations is concerned with mutual benefit between organization and its publics.
5. Public relations is a distinctive management function.
6. It helps to establish and maintain corporate image.

7. It creates understanding and acceptance of idea.

Public Relations and Cassava Revenue generation.

Public relations as one of the elements of integrated marketing communication (IMC) could be employed to promote exploitation of cassava for income generation for families and revenue generation for Nigeria. Here are some areas public relations could function to promote the use of cassava for revenue generation.

Public Affairs and Community Relations

These are specialised parts of public relations that build and maintain relationship with rural communities, corporation and governmental agencies in order to influence public policy (Mukoro et al 2011:242). Community relations is the process by which PR department of a corporate organization develops plan and programmes to ensure a conducive atmosphere within its immediate communities for mutual understanding between the organization and the people. This could be achieved by holding town hall meetings to discuss issues affecting the development of such communities and the way forward. Such meeting is an avenue to discuss the potential of cassava, the need to preserve the cassava peels, cassava water, cassava starch and the leaves for income generation. It is an opportunity to solicit for a bigger land for cassava cultivation and ethanol plant to be sited in such a community to generate employment for the people.

Such meeting is an avenue to train some of the community youths and adults on the utilization of cassava parts which, hitherto, they have considered useless. This training could also cover the operation of the ethanol plant and the blending of methanol and ethanol as fuel for vehicles. Part of the community relations is the offering of scholarship to brilliant students of the community for further studies.

Community relations is a bridge between the community and the organization in that respect, the bridge must be firmly constructed for it to generate goodwill and support from the community leaders to the organization or government.

Lobbying

Lobbying is a special part of public relations that builds and maintains relationship with government primarily to influence legislation and regulation (Abayomi 2003:272-300). Lobbying is not the act of using money to bribe but is the process of making representations to members of parliament. For instance, to convince them to build cassava ethanol plants in cassava strongholds in the country, or it could be exemption from tax payment for every cassava farm that produces fuel for a period of three years. The lobbying could be for free use of electricity for three years without payment, just to encourage the farms to function without hindrances.

Press release

A press release is a news story about an organization, usually designed in a good light, with the intention to keep the organization or product in the eye of the public (Doug & Jim 2011:155). When individuals and organizations seek to affect the flow and content of news through news release, they hold news conferences, and stage events (Blythe 2009:517-519). It is possible to create an event for the show of cassava product and invite the media to cover and publish the news for the purpose of popularizing cassava products to convince the private sector to invest in it.

Conferences and seminars for government officials:

Public Relations officers in collaboration with National Orientation Agency and Ministry Of Agriculture could hold conferences and seminars with policy makers of the country to further drive the cassava initiative into them.

Sponsorship

Public relations can also decide to sponsor events, community festival, individuals or organizations and use the opportunity to create favourable publicity for cassava biofuel and others. These and other roles of public relations could be used to promote cassava products for income generation. Advertising and public relations also need the third element of integrated marketing communication – publicity - to function at optimum level.

PUBLICITY

Publicity according to Doug and Jim (2011:5) is information provided to the public without charge. The purpose of publicity is to create awareness using traditional, interpersonal, electronic and print media. The Oxford Advance Learners Dictionary defines publicity as the business of attracting the attention of the public to something.

Publicity involves the following activities.

Awareness Creation

The purpose of publicity is to create awareness using the most effective media to get across to the target public.

Demonstration

Using demonstration or '*how to do it*' show to publicize cassava products in trade fairs and seminars is another effective way of selling cassava idea to all stakeholders.

Television show

It is possible to use television and video clips to communicate cassava products through documentary programme.

SALES PROMOTION

This element of integrated marketing communication involves a wide assortment of tools like sweepstakes, samples, coupons, premium, rebates, contests, bonus, packsand, price of deals and trade allowances. Others are point of purchase, co-operative advertising and trade shows.

What is sales promotion?

Sales promotion is a type of marketing communication similar to but not synonymous with advertising which focuses on creating sales action (Moriarty et al 2009; 528). The American Marketing Association (AMA) defines sales promotion as the media and non-media marketing pressure applied for a predetermined, limited period of time at the level of consumer, retailer or wholesaler in order to stimulate trial, increase consumer demand or improves product availability.

Robinson (1978) in “Advertising Age”, defines sales promotion as activities in which a short term incentives is offered to the trader or the consumer to include purchase of product. Sales promotion could be defined as a direct inducement that offers an extra value, or incentive of the product to the sale force, distributors or the ultimate consumers with the primary objective of creating an immediate sale (Luick and Zeigler 1968).

The activities of sales promotion involve assortments of marketing promotion programme and strategy which tend to provide an extra value or incentive to the sales force, distributors or the ultimate consumers which usually stimulate immediate short-term sales. It is currently the most popularly used tool by well established blue – chip corporate organizations. Insights into current promotions by our telecommunication agents like Globacom, MTN, Airtel, Etisalat and as well as financial institution – banks – in Nigeria reveal this more clearly. Its high incentive profile is a strong inducement and lure strategy which wins consumer interests, response and patronage. The government could use incentive to compensate or encourage the

farmers with the largest cassava farm by establishing ethanol plants in such places. Alternatively; machineries for mass production of cassava flour, garri, pellets, chips and vegetable from cassava leaves could be given to farmers by government and wealthy individuals through incentive or contest. The wealthy individuals and the private corporations could also emulate same gesture.

ORAMEDIA OR PERSONAL COMMUNICATION

The Oramedia are the traditional means of personal communication in the rural areas and among the people of a tribe, ethnic and tradition in the urban centres. As Jefkins (1992:323) notes, the indigenous media are “folk media” as found in developing countries. Unlike mass media, Oramedia are very personal and addressed to small audiences being based on local culture and symbolism”. They include rumour, oratory, poetry, music, dance, singing, drum, gong, town crier and so on.

The Relevance of Oramedia in Promoting Cassava Exploitation for Income Generation.

The Oramedia continue to be relevant in contemporary Africa despite the domineering effects of the modern mass media. This is due to the following factors observed by Olurin 1990:

Natural: The Oramedia are natural to the people of Africa. They are natural ways of disseminating, interacting and socializing from time immemorial.

Traditional: The Oramedia are traditional means of communication in Africa that are transferred from one generation to the other. Hence, diffusion of the innovation of cassava peels, cassava cyanide, cassava leaves for income generation through Oramedia is no doubt effective channels in the rural areas of Nigeria.

Culture: The Oramedia are based on the way of life of the African people. It reflects in language, dressing, occupation, food, drinks, religious belief, naming, burial rites, marriage and divorce among other issues.

Theatre for development: Oramedia promote communication through storytelling, wrestling, music and dancing.

Customary: The Oramedia are rooted in the customary laws and customary ways of living together as community. Hence, they are inevitable to be applied even in modern times.

Traditional Institutions: Many traditional institutions like the village square (the meeting place for exchange of current information), the oracle, the traditional ruler and many others still exist in various capacities both in the rural and urban areas. The sustenance of the institution of traditional rulers due to the colonial adoption of western political systems of government makes the application of Oramedia to be inevitable. Lending credence to this position, Olurin (1990;142) notes that,

... Even in Ibadan, the biggest city in Africa, south of the Sahara, the town crier goes to town whenever the occasion demands, for instance during the yearly Okebada festival celebrations. For instance, in 1976, in spite of the fact that a press conference had been called to inform the people about the impending festival, a town – crier still went around to give information to the people from the Olubadan (the king).

Therefore, using the town-crier to disseminate the information about full utilization of cassava products is not out of place. It will help the rural people to have clear understanding of how to use all aspects of cassava for income generation in order to arrest wastage.

Low Literacy level:

The level of literacy in rural Africa is still very low. According to MacBride (1981), the level of illiteracy in Africa is over seventy percent. It is only the few elites that are exposed to the messages in the mass media. The majority of Africans who are unlettered do interact through the Oramedia.

Lack of social infrastructure

Since the mass media thrive through the provision of infrastructure such as electricity, good roads, effective communication, vehicles and others, the inadequacy of these amenities in African communities make oramedia to be inevitable. The urban centers that enjoys these

facilitates are depleted with interruption of electricity supplies and poor road networks in most places.

The occupations of the people are rural based. Hence, oramedia are still prevalent among the people. The common occupations of about seventy percent of the Africans are farming, trading, blacksmith and allied professions. In Niger Delta of Nigeria where the crude oil that sustains Nigerian economy flows from, more than 80% of the indigenes sustain their families and train their children with cassava products. Proper education of the rural people on how to salvage the cassava peels, cyanide and the leaves will go a long way in enhancing the rural cassava farmer's income. This could be carried out in the village square or town hall.

SOCIAL MARKETING

The concept of social marketing is an "American invention" in the 20th century, because it was initially formulated in the United States of America (Kolter and Levy 1969:10). The Term was coined by US scholars (Kotler and Zaltman 1971:3-12) in their article- "Broadening the Concept of Marketing" in which the subject was first introduced and discussed.

Kolter and Levy contend that marketers should look beyond the selling of goods to meet human needs, urging marketing scholars to apply same principles to marketing of organizations, persons and ideas (Kolter and Levy 1969:10). Today, social marketing practice and its successful campaigns can be found all over the world.

What is Social Marketing?

Social Marketing is a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence a target audience behaviour that benefit society (Kolter 2005). Kolter and Zaltman (1971:5) define social marketing as the "design,

implementation and control of programmes calculated to influence the acceptability of social idea and planning, pricing, communication, distribution and marketing research”.

Moriarty et al (2009:592) see social marketing as “the use of marketing programmes and marketing communication tools to create awareness of a social need”.

Social marketing is also called public communication. .Public communication campaigns are undertaken by non-profitable organizations as a conscious effort to influence the thought or action of the public. The above definitions, point out some features of social marketing.

- (a) It is a distinct discipline within the field of the marketing.
- (b) It is aimed at general well being of the society.
- (c) It is focused on behavioral changing
- (d) It relies on the principles and technique of marketing communication especially the marketing mix strategies, popularly referred to as 4ps – products, prices, place and promotion.

Social Marketing and Cassava

The *manihot esculanta crantz* (cassava) has a concentrated cyanide acid in the tuber which is dangerous to health if not well extracted or fermented. It is the duty of social marketers to use the media to warn farmers of the danger of eating unfermented cassava products. The acid, according to Mr. Olakunle of FIIRO has the capacity of weakening internal organs of the human body, cause infertility in man, general weakness of the body which could lead to untimely death. In some villages, garri is processed within 12-24 hours. This type of garri is yet to be fermented enough for human consumption. FAO and FIIRO recommended 3 to 5 days of fermentation to allow the cyanide become harmless. Social marketers could use the media to advice, warn and educate farmers producing cassava products to guard against the health of the people.

The Internet

The internet is a global system of interconnected computer networks that use the standard internet protocol suite to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business and government networks of local to global scope that are linked by a broad array of electronic and optional networking technologies. The internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web (www) and the infrastructure to support electronic mail.

Communicating Cassava Ideology through the Internet

The internet helps individuals and organizations to publish ideas and information to target audience online at greatly reduced expenses and also saves time. Publishing a web page, a blog or building a website involves little initial cost and many cost free services are available. Messages are sent into websites in form of blocked messages, flash or banner. These messages are capable of getting to millions of people across the world. Cassava, being an exportable product of many varieties, could draw attention of importers and exporters through the websites. Not only better information on cassava business will be passed to cassava farmers through the internet, the other stakeholders – private sector, State governments and the Federal government could be reached through internet to stir up their desire to invest on cassava products for export and biofuel as alternative energy sector that can never fail.

Communicating through the social media – twitter, facebook and YouTube to target public is another added advantage by which information can get to cassava farmers and cassava business people.

Today, most mobile phones have radio, internet, television and the social media through which information are sent and received so easily. Even in the farm, information could be sent to farmers while busy working or processing cassava products.

The use of the internet has grown tremendously; hence, Briggs (2009) believes that its success arises from its flexibility. Instead of restricting component network to a particular manufacturer or particular type, internet technology allows interconnection of any kind of computer network even mobile phones.

2.6 Theoretical Framework

The paper is hinged on four theories of Mass Communication. They are:

1. Diffusion of innovation theory
2. Information-processing theory
3. Development media theory and
4. Social marketing theory

2.7 Diffusion of Innovation Theory

Diffusion of innovation is a phrase synonymous with Everet Rogers who developed the theory in 1945 (Rogers 1995). Diffusion is simply the process in which information about new ideas or invention is communicated to members of a social system using the most effective channels with a view to effecting behavioural change. In its original conception diffusion of innovation is a special form of communication which targets the rural audience like the farmers for specific innovation. In the contemporary, application of the concept in promoting cassava revenue drive is going to be very rewarding because it has been accepted as a process of communication which is increasingly targeted at diverse and often anonymous audiences in the mass media.

Diffusion of innovation theory is the process of spreading a given idea or practice overtime through channels of communication (Baran and Davis 2009:332). The idea could be spread through a social structure, such as opinion leaders, factory workers, market women in market places, village square in communities, media of communication (radio, television, newspaper and magazine) and social media (text messages in mobile phone, e-mail in the internet, facebook or twitter). For a new idea or innovation to diffuse, there are stages the idea must pass through to be able to gain acceptance among the people. This is the reason why integrated marketing communication is a veritable tool to pass the information about the uses of cassava products to farmers and how the state can use it to generate substantial revenue.

1. Awareness stage

To get the cassava farmers and all stakeholders to optimally invest on cassava products using the new technology, they must be well informed.

2. The Interest stage

The message, according to Moemeka (2011), must create '*effectedness*'. That is, the stakeholders must understand the message and show interest in the new innovation. Investors must understand and show interest. The three-tiers of government and all stakeholders must understand and show interest.

3. The evaluation Stage

This is the stage where all stakeholders must begin to analyze the Nigerian economy from 1960s to the present day. The boom and doom the crude oil brought into the economy and the need to find alternative means to diversify the national revenue base. Cassava as potential product could be one of the alternatives.

4. Adoption Stage

In the diffusion of innovation, change agents play key roles in the evaluation and trial stages. Change agents are the opinion leaders, the media which ought to influence

adoption decision in a desirable direction (Severin and Tankard 2010: 211). The media are instruments to influence government decision to build cassava refineries to produce alternative fuel from cassava in order to stop importation of gasoline in this country.

The persuasive messages are capable of influencing cassava farmers to improve their income generation in cassava by saving the cassava starch, water and leaves from the usual wastage.

2.8 Information-Processing Theory.

Information-Processing theory is one of the marketing theories creatively adopted from the fields of Psychology and Sociology (Ibidunni 2010:28). The theory was proposed by William J. McQuire in 1968. The goal of marketing communication is to inform target audience for the purpose of attitudinal change. Hence, the theory suggests that attitude change involves six steps, with each step being a necessary precedent for the next. The steps are as follows:

1. The persuasive message must be communicated,
2. The receiver will attend to the message,
3. The receiver will comprehend the message,
4. The receiver yields to and is convinced by the arguments presented,
5. The newly adopted position is retained and
6. The desired behavior takes place.

McQuire observes that any independent variable in the communication situation can have an effect on any one or more of the six steps. He cited a variable such as intelligence, for instance, might lead to less yielding, because, the more intelligent person is the better he is able to detect flaws in an argument and is more willing to maintain an option not held by others. But it might lead to more attention because, the more intelligent person has a greater interest in the outside world (Severin and Tankard 2010: 174-175).

McQuire in a later article (1976) presented eight steps in the information-processing theory: (1) exposure, (2) perception, (3) comprehension (4) agreement, (5) retention, (6) retrieval (7) decision making and (8) action. In 1989, McQuire again presented twelve steps in the output or dependent variable size of the persuasion process: 1) exposure to communication, (2) attending to it, (3) liking or becoming interested in it (4) comprehending it (learning what), (5) skill acquisition (learning how) , (6) yielding to it (attitude change), (7) memory storage of content and/ or agreement, (8) information search and retrieval, (9) deciding on basis of retrieval, (10) behaving in accordance with the decision, (11) reinforcement of desired acts and (12) Post behavioural consolidating.

McQuire's information-processing theory gives us a good overview of the attitude-change process, reminding us that it involves a number of components. It also reminds us of the difficulty of changing attitude. This is the reason why Integrated Marketing Communication uses different persuasive elements in reaching out to target audience to promote attitudinal change in this study. Information-processing is a part of consumer learning in marketing communication. Manufacturers, consumers, government at all levels and policy makers do learn and internalize some basic information for the purpose of using those information for solving problems, decision making and adoption of new idea. The information stored in the brain does serve as reminder to stimulate buying decision, adoption of new innovation or service. Hence, in relation to this study, the information-processing theory is a strong base on which effective usage of integrated marketing communication to change Nigerians' attitude from mono-cultural economy to the cassava initiative.

2.9 Development Media Theory

The development media theory advocates that the media in the developing countries should pursue development goals for their countries. The media are to support and work in consonance with national developing plans. They are to assist government in implementing

its development policies. Baran and Davis (2010:1,22) explain that the development media theory calls for “government and the media to work in partnership to ensure that media assist in the planned beneficial development of the country “.

The principles of the theory include:

1. Media must accept and carry out positive development tasks in line with established national policy.
2. Freedom of the media should be opened to economic priorities and development needs of the society.
3. Media should give priority in their content to the national culture and languages.
4. Media should give priority in news and information to links with other developing countries, which are close geographically, culturally and politically.
5. Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.
6. In the interest of development, the state has a right to intervene in or restrict media operation and devices.

Based on the above assumptions, this study is using IMC to inform, educate, persuade and motivate Nigeria to exploit cassava for revenue generation.

2.10 Social marketing theory

Social marketing theory is a collection of persuasive theories dealing with promotion of products, beliefs, services, political candidates and actions deemed to be socially and economically valuable (Baran and Davis 2009:334, Ibidunni 2010:28, Anaeto 2008 and Severin & Tankard 2010). Since 1970s marketers and public health practitioners have been

largely attracted to this theory and use it to promote products, ideas or discourage some questionable habits. The theory assumes the role of information provider to bring about useful and beneficial social changes. It creates the avenue for communicators to design suitable information campaigns to reach out to target audiences according to their information needs. Baran and Davis 2009:335 observe that the theory “represents an effort to increase the effectiveness of mass media-based information campaigns through greater understanding and manipulation of aspects of societal and psychological factors”.

Key features of the theory

Baran and Davis 2009:334-335 identify 7 notable features of the theory. They are:

1. Methods for inducing audience awareness of campaign topics or candidates.

The first step in promoting ideas or products is to create awareness through a saturation television advertising campaign. This could be done through news coverage, variety shows or personality interview.

2. Methods for targeting specific audience segments. Targeting is one of the concepts borrowed from product marketing research and converted to the marketing of ideas or political candidates. It has to do with identifying the most vulnerable segments and then reaching with the most effective and efficient channel available, thereby reducing promotional costs.

3. Methods for reinforcing messages. To arrest forgetfulness various strategies are developed to reinforce the messages. These strategies include visit by change agents, group discussion, inter-personal contacts and placing messages in handbills, billboards and other promotional methods.

4. Methods for cultivating images and impression of people, products or services. When target audiences are less interested in a particular topic, an image

of an important personality is used to design the ad message. For instance, using the picture of President Jonathan eating cassava bread for advert is able to motivate Nigerians to explore more about cassava revenue potentials.

5. **Methods for stimulating interest and inducing information seeking by audience members.** This could be done through drama, promotional gifts and giving out of relief materials to the poor or flood victims to popularize a political figure or products in the eyes of target audiences.
6. **Methods for inducing desired decision making or positioning.** This could be done using opinion leaders or highly respected media outfits.
7. **Methods for activating audience segment by stimulating action.** Varieties of techniques could be used stimulate people into action. These include free test of products, free or convenient transportation of products, moderate fear appeal and many others. Therefore in relation to this study, the social marketing theory is very important communication strategy in creating awareness of cassava potential, stimulating and mobilising stakeholders to tap into the revenue potentials.

2.11 Justification of the Research Theories

The four theories used in this study are the foundation upon which this research stands. The Diffusion theory recognizes five stages that lead to adoption of new innovation, namely, awareness, interest, evaluation, trial and adoption. Adoption is likely to occur when innovations offer compatible ideas or processes that could simply be tried and observed by target audience; because, there exist early adopter, late majority and laggards (Hallahan 2005:253). To spread the idea of exploiting cassava leaves for vegetable, the peels and the cyanide for industrial uses will take process of time for farmers and other stakeholders to

adopt it. The relevance of diffusion theory is that it will help us to see how this idea will spread to every corner of the country through the media and IMC tools.

McQuire's Information-Processing theory reminds us of the processes and difficulty of changing people's attitude and perception through communication. It pointed to the fact that there is wisdom in using different media to communicate an idea or product to achieve target goal. To use IMC tools to communicate cassava revenue generation in a country beleaguered with easy cash from crude oil will eventually break communication barriers that may hinder target audience response to the persuasive messages. Persuasive messages are reinforced when appropriate tools or media are used to motivate target audience to give them opportunity to make necessary decision. This justifies the use of this theory in this study as application of various elements of IMC are capable of changing Nigerians' attitude on mono-cultural economy to cassava as one of the sources of national revenue.

Development Media Theory advocates that media or media organizations should work to support government to promote development in their countries. They can do this by using editorials, advertorials, adverts, press conferences, media relations and news commentaries to stimulate, motivate, create awareness, remind and persuade nationals and policy makers. Hence, this theory is very important in this study.

Social marketing theory promotes efficient and effective communication through the usage of available and affordable media to get to target audiences at reduced cost.

In conclusion, cassava by-products being wasted by farmers could be stopped through diffusion of innovation. New attitude of using same by-products hitherto considered as waste could be formed through information-processing and social marketing as effective IMC tools are engaged by media organizations who care for the development of Nigeria.

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Chapter Three

Methodology

3.1 Introduction

This chapter focuses on the method that was used for this study. It presents the research designs, sample size, data collection procedure, measurement scale, data analysis and description of the study population.

3.2 Research Design

This research used both in-depth interview and survey to generate data.

The in-depth interview technique, according to Wimmer and Dominick (2006:135) is a hybrid of one-on-one interview that promotes wealth of details and provides avenue for interviewer to raise additional questions where necessary in the process of interviewing respondents.

The second method is opinion survey. According to the father of opinion survey in Nigeria, Prof. Idowu Sobowale, "Opinion survey is an important element in media research which many political leaders and media owners neglected". He observes that opinion polling is the scientific way of involving members of the public in decision making in matters that are likely to affect them if undertaken by government or organization (Sobowale 2005:5; 2008:27-42). Besides, the opinion survey helps researchers to quantify the variables of the research phenomenon under study. In this study, a questionnaire that comprises 17 questions was prepared and served to cassava farmers only. In depth interview was carried out in the following places:

- (a) Federal Institute of Industrial Research Oshodi (FIIRO), Lagos State. One Mr. Hansan Olakunle, the chief Research officer was interviewed.

- (b) Songhai Delta – Amukpe Sapele Delta State. Engineer Uselu Afonughe Igbofimoni, the Head of Department of Agro Processing Department and General Manager of Songhai Delta Farm was interviewed.
- (c) Shell Farm – Jeddo in Okpe Local Government area of Delta State. Mr. Elijah Erhiakeme, the farm supervisor was also interviewed.

3.3 Population

The total population of Delta State is approximately 4,100,000 according to 2006 census (www.nigeriagallery.com/nigeria/state). About 44% of the population (1,750,000) is generating their income from farming in which cassava is one of the dominant products (www.nigeriafarmers.com/deltastate). To find answer to the research, the researcher use 10% of cassava farmers' population (21,000) purposively drawn from three local governments in Delta State for opinion poll. Three principal officers from Federal Institute of Industrial Research Oshodi (FIIRO) Lagos, Shell Petroleum Development Company (SPDC) Farm Jeddo and Songhai Delta, Sapele were interviewed on separate occasions. The communities were selected because the main source of income of these communities is cassava farming. The three people interviewed are mainly from research and cassava oriented organizations.

3.4 Sample Size

The researcher purposively decided to interview one-tenth (210) of the population from the three local governments as the sample size. The cassava farmers (respondents) for the opinion survey were 210. And the questionnaire copies were served purposively in this ratio.

Ugbimidaka – 70

Oviri- Okpe – 70

Okpe – Olomu – 70

The total returned questionnaire copies are 192. Thirteen copies were lost in the process, while five were not properly ticked as instructed, hence they were rejected.

The survey questionnaire was purposively served on 210 cassava farmers in Ugbimidaka, Sapele Local Government Area, Oviri – Okpe in Okpe Local Government Area and Okpe – Olomu in Ughelli – South Local Government Area, all in Delta State at ratio of 70:70:70 for each community. These communities were purposively sampled because the main occupation of most of the people is cassava farming.

3.5 Sampling Techniques

A sample is part of a population and it consists of any sub- group drawn from the target population (Oyibo 1992). Respondents were purposively drawn from three selected communities in Sapele, Okpe and Ughelli – South Local Government Areas of Delta State. The communities were selected because the main source of the people’s income is cassava farming. The three organizations interviewed are mainly research and cassava oriented.

3.6 Instruments of Data Collection

The instruments used for this research are a tape recorder and a 17-item questionnaire.

3.7 Validity and Reliability of the Instrument

The instruments were verified and approved by the supervisor. A pilot study was carried out in Ota, Ogun State to test the validity and reliability of the instruments; they were found to be easily understood.

3.8 Methods of Data Presentation and Analysis

This research used both qualitative and quantitative data presentation techniques. The in depth interview data were summarily analysed qualitatively; while the survey data were analysed quantitatively, using tables, percentage and Pearson chi-square analysis at 0.05% level of significance. Reliability is the internal consistency of measurement. A consistent

measurement according to Reinard (2001:202) tends to produce the same measurement over time. Hence reliability is a test of stability of measurement.

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Chapter Four

4.0 Data Presentation and Analysis

4.1 Introduction

In this chapter the data from the in-depth interview and survey are presented and analyzed starting with the survey. The total copies of questionnaire served the respondents are 210. Thirteen were lost in the process while five were wrongly filled and were rejected. The total number worked on now is 192 using simple percentage.

Research Question 1. To what extent has inadequate information retarded revenue from cassava?

Table 4.1

Respondents' years of experience in cassava business.

Reponses	Percentage
1 – 3 years	2%
4 – 6 years	5%
7 – 10 years	5%
11 – 13 years	84%
Over 15 years	4%
Total	100%
n=	192

Table 4.1 above shows that a majority of the respondents, 93% has been in the cassava business for between 7 and more than 15 years. This time is long enough for them to have gained knowledge of the potentials and intricacies of the cassava products and by-products. However, this study has shown that the reverse is the case, as majority of the respondents have little or no knowledge of the uses of cassava by-products such as the leaves, peels and

the cyanide that hold better prospects for income generation. This is the reason why integrated marketing communication should be used to inform and educate farmers on how to exploit these by-products to boost their income.

Table 4.2 : As cassava farmer, are you thoroughly informed about the uses of all the cassava by-products for income generation?

Responses	Percentage
Thoroughly informed	4%
Not informed	96%
Total	100%
n =	192

Table 4.2 shows that a majority of the respondents, 96% are not informed; 4% are thoroughly informed but the environment they found themselves does not encourage them to put in practice what they know. Therefore, different educative communication tools should be employed to train cassava farmers to encourage more income generation from cassava through mass information, enlightenment, education and sales promotion.

Table 4.3: Cassava products that generate income for farmers

Responses	Percentage
Garri	89%
Cassava leaves	–
Cassava cyanide	–
Cassava starch	6%
Cassava peels	–
Tapioca	5%
Total	100%
n =	192

Table 4.3 shows that respondents generate income from three main products- garri 89%, Starch 6% and tapioca 5%. This accounts for poor income cassava farmers do generate from the above products as cassava leaves, flour, peels and cyanide that hold better prospect for greater income generation are neglected due to inadequate information. Therefore, integrated marketing communication should be used to inform, educate and motivate all stakeholders to direct their attention to these by-products.

Table 4.4: Awareness of the uses of Cassava peels

Responses	Percentage
To feed domestic animals	3%
For organic manure	–
Allow to waste in the farm	97%
Mosquito repellent	–
Total	100%
n =	192

Table 4.4 shows that a majority of the respondents, 97% allow cassava peels to waste due to lack of knowledge. This is one of the reasons why integrated marketing communication should be used to inform, educate, remind and persuade farmers and all stakeholders to stop wasting this source of national wealth.

Table 4.6: Awareness of the uses of cassava leaves as vegetable?

Responses	Percentage
Yes I do	–
No, I leave them to waste in the farm	99%
I give them to domestic animals as feed	1%
Total	100%
n=	192

Table 4.6, indicates that a majority of the respondents, 99% waste cassava leaves and 1% give them to animals as feed. The reason for this wastage is traceable to inadequate knowledge. This item has the potential of generating N996 billion to boost Nigeria economy annually (FIRO 2006:7). Integrated Marketing communication must be used to upgrade farmers' knowledge. The use of oramedia in the rural areas and employment of social service advertising in all media (online and offline media) are effective tools to correct this wastage.

Table 4.7. Cassava farmers need motivation to boost their income generation.

Responses	Percentage
No	3%
Yes	97%
Total	100%
n=	192

Table 4.7 shows that a majority of the respondents, 97% says Yes and 3% says No. This means cassava farmers are in dire need of information to help them to boost their income. The most persuasive and dependable means of motivating, mobilizing and spreading important information are the media of Integrated Marketing Communication (IMC). They are radio, television, newspapers, magazines, the traditional media, billboards and the internet. The National Orientation Agency can use these media to motivate farmers and all stakeholders to boost national revenue from cassava's products.

Table 4.8: Awareness that fuels could be produced from cassava

Responses	Percentage
Yes	5%
No	95%
Total	100%
n =	192

From table 4.8 above, shows those cassava farmers are in dire need of information to know the potentials of their farm produce- cassava- in generating more income. Only 5% of the respondents said they were aware that fuel could be produced from cassava. A majority of 95% said they were not aware. This is a clear need for integrated marketing communication. Therefore, the Federal Government, National Orientation Agency and Federal Ministry of Agriculture should use IMC to popularize this idea in order to stimulate the economy for greater revenue drive.

Research Question 2 What are the most effective channels to communicate cassava potential to the farmers.

Table 4.9: The most effective medium that could be used to motivate cassava farmers for productivity.

Responses	Percentage
Radio	95%
Television	5%
Newspaper	–
Total	100%
n =	192

Table 4.9 shows that a majority of the respondents recommend electronic media, radio, 95% and television, 5%, as the viable media to motivate cassava farmers.

Table 4.10: Suggest one way by which cassava potential could be communicated to cassava farmers to help them to put into use cassava by-products profitably.

Responses	Percentage
Radio adverts	16%
Town hall meeting (community relations)	80%
Town crier (oramedia)	4%
Press releases/ conferences	–
Total	100%
n =	192

Table 4.10 shows that the importance of Integrated Marketing Communication in boosting the productivity of cassava farmers is being appreciated. When asked to suggest one way farmers could be helped to put to use cassava by-products, majority 80% choose community relations(town hall meeting); 16% opted for radio advert and 4% suggested Oramedia (town crier). This means that the National Orientation Agency should carry out more intensive sensitization programmes by using radio adverts, television, billboards and the print media. Mass information must be backed up with mass education by using public relations, publicity, conferences and workshops.

Table 4.11. Media of getting agricultural information.

Responses	Percentage
Radio	95%
Television	2%
Newspaper	-
Magazine	-
Oramedia	3%
Friends	-
Internet	-
Total	100%
n =	192

Table 4.11 shows that 95% of the respondents get information about agricultural activities through the radio, television 2% and oramedia 3%.

Therefore, radio remains the most effective medium to get information across to cassava farmers using advertising and other elements of integrated marketing communication.

Research Question 3. Which of the IMC tools could be used to motivate the private sector and government at all levels to boost national revenue through cassava in Nigeria?

Table 4.12 IMC tools media organizations could use to motivate private sectors and governments at all levels to key in to the cassava revenue generation initiative.

Responses	Percentage
Radio adverts	-
Television adverts	10%
Community relations	-
Oramedia	-

Public relations	30%
Press releases	5%
Press conferences	20%
Workshops	10%
Billboard adverts	15%
Newspaper Adverts	5%
Magazine adverts	5%
Total	100%
n =	192

Table 4.12 shows that majority of the respondents prefer tools that will promote intimate relationship to be able to move the private sector and governments into action. Majority, 30% suggested public relations; press conferences 20%; billboard adverts 15%; television adverts and workshop have 10% each. Others are Press releases, Newspaper advert and Magazine advert which scored 5% each. This means if this result could be relied upon, media organizations in Nigeria should use Public relations, Press conferences, billboards adverts, television and workshops to motivate the government and the private sectors.

Table 4.13 Persuasive communication from the media is able to motivate cassava farmers to boost income generation in cassava.

Responses	Percentage
Strongly agree	68%
Agree	31%
No Opinion	0.5%
Disagree	0.5%
Strongly Disagree	-
Total	100%
n =	192

Table 4.13 shows that majority of the respondents, 99% agreed that adequate information would help farmers to boost their productivity vis-à-vis income generation. Only 1% of the respondents said they either disagreed or did not hold any opinion.

Reasearch Question 4 To what extent can government use IMC tools to promote cassava revenue generation?

Table 4.14 Do you agree that Government should use IMC to promote investment in cassava for more revenue generation?

Responses	Percentage
Strongly Agree	94%
Agree	6%
No opinion	-
Disagree	-
Strongly Disagree	-
Total	100%
n =	192

Table 4.14 shows that a majority of the respondents, 94% strongly agreed and 6% agree that government should be involve by using IMC tools to promote cassava revenue generation. It means, to move the government to perform its duty, media organizations in Nigeria must stir up government’s interest in this project through news analysis, advertorials, press releases and so on. Therefore, Integrated Marketing Communication must be used to persuade the government and policy makers to play their roles to promote investment in cassava to boost national revenue.

Table 4.15 Suggest one way government could get stakeholders to be involved in promoting cassava revenue generation.

Responses	Percentage
Information through adverts	24%
Education through enlightenment campaigns	5%
Training through workshops	36%
Mobilization through social media/mobile phones	11%
Sensitization through T.V documentaries	24%
Total	100%
n	192

Table 4.15 shows that a majority of the respondents, 36% suggested training through workshops; 24% choose information through adverts and sensitization through T.V documentaries respectively. Mobilization through social media and mobile phones 11% and education through enlightenment campaigns is 5%. This is a clear evidence that most of the respondents prefer workshops, adverts and television documentaries.

Demographic data of Respondents

Table 4.16 Gender distribution

Responses	Percentage
Male	25%
Female	75%
Total	100%
n=	192

Table 4.16 shows that Male respondents are 25% and Female 75% .

Table 4.17 Age distribution

Responses	Percentage
18 – 24 years	9%
25 – 30 years	6%
31 – 40 years	4%
41 – 50 years	15%
51 - 60 years	64%
61 and above years	2%
Total	100%
n =	192

Table 4.17 shows that a majority of the respondents, 81% are between 41 and 61 years , 15% are between 18 and 30 years. This shows that cassava farming is not attractive to the younger generation. This is dangerous to Nigeria economy. Integrated marketing communication should be used to correct this negative impression; so that the youths could see profitable aspect of cassava.

4.2 Qualitative Analysis of the Interviews

The in-depth interviews show that cassava products are potential industrial materials that could be used to complement crude oil if effective marketing communication is engaged.

The following points are established from the interviewees.

Low Awareness

There is scanty information on how to harness the by-products of cassava for full industrialization. This fact could be confirmed from Mr. Olakunle's point of view.

Inadequate information is a big problem to cassava farmers in exploiting the necessary by-products for income generation. Hence farmers waste them.

In the same vein, Mr. Uselu of Songhai Delta believed that low awareness is the major setback for the full exploitation of cassava in Nigeria

Our people are not well informed on how to exploit most by-products of cassava. That is the reason why many cassava farmers are still living in poverty.

The interviewees believed that media organizations are the most dependable entity who can use the media to popularize the products through adverts, publicity and other form of communication.

Channels to Communicate Cassava Potential

The study reveals that all parts of cassava could be used to generate income. The use of the leaves, the starch, the cassava water (cyanide) and the peels is not popular in Nigeria. Hence, all the interviewees in agreement with the literature reviewed suggested the use of advertising, publicity, conferences, community relations and local media to popularise the various industrial uses.

The mass media and the traditional media should be used to disseminate information to the farmers (Erhiakeme – SPDC Farm).

The government should use the media and other local means to get information to the farmers. I will suggest radio, television and billboard adverts to help accelerate the level of awareness in order to reduce the rate of wasting the cassava by-products that could be channeled for industrialization (Olakunle - FIIRO).

They also agreed that cassava farmers should be encouraged to boost their income generation by expanding their cultivation; and also learn how to utilize those parts of cassava they are wasting now. The community relations and oramedia tools could be employed to train the farmers in this aspect.

How Public Sector and Government could be motivated?

The interviewees opined that government should encourage farmers by providing them with machineries, build cassava refineries in cassava strongholds. They advocate creation of enabling environment for cassava products exportation. They believed that constant advertising, publicity and lobbying could stir up government to put public policy in place for the actualization of cassava biofuel production in Nigeria. Here are the views of the interviewees:

You know we are living in a country of deaf and dumb leaders. Only the media have the power to motivate government and the private sector through persistent publicity, advertisement, conferences and public relations (Erhiakeme – SPDC Farm).

Nigerian leaders belong to association of 'Lugard and Looters'. They do not care about the well being of the people. It will take extra effort of media organizations to use adverts and publicity to mobilize Nigerian leaders for the cassava initiative (Olakunle - FIIRO).

Media organizations should use effective public relations, seminars, conferences, workshops and advertisement to be able to mobilize policy makers in this country to promote revenue from cassava (Uselu – Songhai Delta).

Conclusion

From the above analysis this study has discovered that not only cassava could generate substantial income for farmers, it could also generate revenue for the country - Nigeria- through fuel production, exportation of cassava flour, cassava starch and value added tax (vat). Therefore, radio, newspapers, magazines, billboards and the internet should be used to

pass this important information directly to cassava farmers, government officials and businessmen.

4.4 Discussion of Findings

Having analysed the data from the literature review, interview and the survey, the research findings are hereby discussed.

As Ikeagwu (1998:220) notes, data are analysed to present the results of the study to readers. Data analysis and discussion of findings are essential aspects of the research exercise because:

- (i) They make meaning out of data gathered from the field.
- (ii) They explain the outcome of a research exercise by relating generated data with research questions
- (iii) They determine whether problems have been solved with empirical evidence
- (iv) They provide premise upon which to draw conclusions and make recommendations in relation to a specific phenomenon or trend which informed a research exercise (Nwabueze 2011: 422).

Research Findings

Respondents Experience in Cassava Business.

This study has shown that the average respondent in this research is between 7 and 13 years (Table 4.1). About 89% of the respondents have 7 to 13 years experience in cassava farming. In the in-depth interview, the principal officer interviewed in FIIRO, Lagos has 22 years experience in research and cassava business. The Songhai Delta, Sapele officer is a man of over 11 years of experience in cassava products business while the supervisor of SPDC farm is a man with over 10 years experience.

If these officers with such diverse experiences in cassava production have not impacted the lives of cassava farmers in Nigeria, it means something is wrong. Have they not publicized (advertised) their findings and improved the knowledge of the farmers or is it the farmers that have refused to learn? It is expected that these officers should have educated farmers to exploit cassava leaves, peels and cyanide for greater income generation. Since these have failed the nation, the government should use integrated marketing communication to accomplish this task.

Popularizing cassava potentials through the media

Although the awareness to tap into the cassava by-products for various industrial uses is low, there is visible eagerness by respondents to exploit different aspects of cassava if aided with enough information. It is now the job of Nigerian government to use National Orientation Agency (NOA) to popularize cassava potential by using the media to sensitize National House of Assembly to put policy in place for speedy actualization of this laudable project for national revenue generation.

Government should Use IMC to Promote cassava Industrialization

Table 4.14 shows 94% of the respondents agreed that cassava business should be promoted by government by using Integrated Marketing Communication. The individual wealthy Nigerians and private companies are called upon by the interviewees to massively invest in cassava business for industrial revolution and foreign exchange. They also suggested that government should use advertising, publicity, conferences, community relation and local media to carry out effective integrated marketing communication among all stakeholders.

Integrated Marketing Communication Tools.

Integrated marketing communication tools respondents suggested for the mobilization of cassava revenue stakeholders are public relations, press conferences, television adverts,

radio adverts, workshops, billboard adverts, newspaper and magazine adverts, press releases and community relations (tables 4.9 and 4.13)

Other Findings

Females are leading in Cassava Business

Table 4.16, depicts that 75% of respondents are female and 25% are male. This means female are leading in cassava farming even in the oil-rich Niger Delta of Nigeria.

Younger generation should be sensitized

Table 4.17 makes us to understand that greater proportion of cassava respondents are old people between 41 and 60 years. About 79% are within the age blanket of 41 – 60 years. It means, if this generation of farmers is not encouraged with machineries to boost productivity of cassava, they may soon pass away as a result of hard labor, leaving the agricultural sector in jeopardy because the youths are not ready to take up cassava farming due to the stress associated with it and its present poor financial remuneration.

Boost Information System by using Integrated Marketing Communication (I M C)

It was revealed from the literature review and the survey that many farmers vis-à-vis other Nigerians have inadequate information on the uses of cassava products like the peels, leaves cyanide and the starch. This is a challenge to the National Orientation Agency (NOA) that the body should think of using integrated marketing communication to embark on vigorous advertising, effective public relations and publicity as explained in the literature review, to give the citizens adequate information. It is not enough to inform the people through advertising but mass education should be done through conferences, workshops, community relations and press releases.

Contribution to Scholarship

This research has contributed to scholarship in the following ways.

It has added a new dimension to integrated marketing communication (IMC) as a tool to project and propagate cassava revenue generation, services and products.

It has strengthened synergy between all the elements of integrated communication as a formidable reinforcement to information dissemination, mass education and social mobilization. This confirms Moemeka's (2000:1) observation that there is a difference between mass information and mass communication. According to him, for real communication to take place, there must be some elements of education and interactive communication. This makes public relations an indispensable element of integrated marketing communication (IMC). The research has added oramedia as a necessary ingredient to integrated marketing communication. This has become necessary in consideration of effective personal communication among the rural dwellers.

Social marketing was also introduced into the grid of integrated marketing communication in order to promote the social responsibility of communication by creating awareness of the dangers inherent in improper processing of cassava products. The role of social marketing in this research is to stop wastage of cassava by-products and to warn people of the danger of consuming cassava cyanide which is dangerous to their health. Proper fermentation of cassava products before eating them is encouraged by this research.

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Chapter 5

5.5 Summary of Research Findings

The study has shown that cassava is a useful crop that must be harnessed to generate income for families and revenue for the country – Nigeria. This could be achieved when Integrated Marketing Communication (IMC) is used to:

- (i) Inform people through advertising.
- (ii) Motivate government at all levels and policy makers through press releases, conferences, workshops and advertorials.
- (iii) Remind stakeholders from time to time through constant advertising in all media (radio, television, newspapers, magazines, billboards and the internet).
- (iv) Persuade prospects by using oramedia, internet, social service advertising and public relations.
- (v) Educating the rural farmers using community relations, oramedia and publicity.

Conclusion

As a result of income and revenue potential in cassava, Integrated Marketing Communication should be used to inform, educate, persuade, remind and mobilize Nigerians to explore and exploit cassava products and by-products. Let policy makers arise and promote the ideology. Let the media organizations run with the vision by spreading it throughout Nigeria since it is the hope of Nigeria when crude oil dries up.

Implications for Policy and Practice

Cassava products are able to play a complementary role in boosting the nation's revenue if government at all levels use IMC tools to create awareness and motivate all stakeholders to stop wasting those money-spinning by-products (cassava leaves, peels, cyanide and starch). Therefore, policy makers in this nation should put appropriate legislation in place to promote production and utilization of cassava bio-fuel in Nigeria. The National Orientation Agency (NOA) should use IMC tools suggested by respondents and interviewees in this study. They are advertising, public relations, press conferences, outdoor adverts, workshops and oramedia. Media organizations in Nigeria should use the media to motivate government at all levels and the private sector to invest in cassava refineries in cassava citadels. In addition, enabling environment for processing and exporting of various cassava products should be created in all cassava strongholds in each local government area.

Recommendations

We hereby recommend the following to Nigerians, the private sector, wealthy individuals and the government:

- 1) Nigerians should stop wasting cassava peels, cassava cyanide and cassava leaves. Government should create market environment for their utilization.
- 2) Each family should begin to cultivate and expand their cassava farms for commercial productivity.
- 3) National Orientation Agency and Ministry of Agriculture should adopt integrated marketing communication (IMC) to popularize the potential of cassava using all available media.
- 4) Government should provide machineries, land, training and cassava refineries for the actualization of notable revenue from cassava.

- 5) Wealthy individuals should start to expand their business with the cassava initiative.
- 6) Government should put in place public policy for the actualization of the above suggestions.
- 7) In order to promote mechanization of cassava farming in Nigeria, all local government councils should provide their people machineries which the farmers could hire at affordable rate.

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APPENDIX 1

Option B

QUESTIONNAIRE

My name is Edafejrhaye I. Vincent, a postgraduate student of the Department of Mass Communication, Covenant University, Ota. I am carrying out a study on the topic

“Integrated Marketing Communication (IMC) Approach to Revenue Generation: Case Study of Cassava”. The aim of this survey is to get the opinions, feelings, expectations and suggestions of cassava farmers in Nigeria, on how to use the various components of cassava to generate income vis-a-vis revenue for Nigeria.

You have been scientifically selected to participate in the study. You are kindly requested to answer the following questions as truthfully as possible. Your views shall not be revealed to any other person. They will be added to other people’s views to measure the general opinions of the people.

To assure you of protection of your identity, your name shall not be recorded.

Thank you for your co-operation.

SURVEY QUESTIONS

INSTRUCTION: PLEASE TICK ONLY ONE ANSWER

1 How many years have you been in the cassava business?

1. 1 – 3 years
2. 4 – 6 years
3. 7 – 10 years
4. 11 – 13 years
5. Over 15 years

2 As cassava farmer, are you well informed about the utilization of cassava by-products for income generation?

1. Very well informed

2. Not informed
- 3 Which of these products do you mainly generate your income from?
 1. Garri
 2. Lafun
 3. Pellets
 4. Cassava leaves
 5. Cassava water(cyanide acid)
 6. Cassava starch
 7. Cassava peels
 8. Tapioca
 9. Cassava stems
 10. Cassava flour
- 4 What do you use cassava peels for?
 1. To feed domestic animals
 2. For organic manure
 3. Not useful to me
 4. Sell them to industries
 5. Allow them to waste in the farm
 6. Mosquito repellent.
- 5 What do you use cassava water for?
 1. For rubber processing
 2. Sell it to industries
 3. Waste it
 4. Use it to produce fuel for automobile

5. Is not useful at all
- 6 Do you prepare cassava leaves as vegetable for sale?
 1. Yes , I do.
 2. No, I leave them to waste in the farm
 3. I give them to domestic animals as feed
 4. I use them as organic manure
 5. I sell them to industries
- 7 Do you think that cassava farmers need motivation to exploit cassava for better income?
 1. No
 2. Yes
- 8 Suggest the most effective medium that should be used to motivate cassava farmers to generate more income.
 1. Use radio .
 2. Use television.
 3. Use newspaper.
- 9 Suggest one way by which cassava potential could be communicated to cassava farmers.
 1. Radio adverts
 2. Town hall meeting (community relations)
 3. Town crier (oramedia)
 4. Press release/ conference
- 10 Are you aware that fuels could be produced from cassava?
 1. Yes
 2. No
- 11 Through which of this medium do you easily get agricultural information?
 1. Radio

2. Television
3. Newspaper
4. Magazine
5. oramedia
6. Friend
7. Internet

12 Suggest one way to motivate governments at all levels to be involved in the cassava initiative.

1. Radio adverts
2. Television adverts
3. Community relations
4. Oramedia
5. Outdoor adverts
6. Newspaper advert
7. Advert in magazine
8. Public relations
9. Press releases
10. Press conferences
11. workshops

13 Do you agree that government should use persuasive communication means to promote investment in cassava for more revenue generation?

1. Strongly agree
2. Agree
3. No opinion
4. Disagree

5. Strongly disagree.

14 Choose one tool that the media organization could use to motivate governments and the private sector for the cassava initiative.

1. Advertising
2. Public relations
3. publicity
4. Press conferences
5. News commentaries

15 As cassava farmer, suggest one way government could get stakeholders to be involve in promoting cassava more revenue

1. information
2. education
3. mobilisation
4. training
5. sensitization

16 Please tick your gender

1. Male
2. Female

17 What is your age range?

1. 18 – 24 years
2. 25 – 30 years
3. 31 – 40 years
4. 41 – 50 years
5. 51 – 60 years

6. 61 and above.

APPENDIX 2

In-depth Interview Research Questions

- 1 How many years have you been in cassava business?
- 2 What parts of the cassava could generate income for the cassava farmers?
- 3 Do you think cassava farmers are well informed on the uses of cassava by-products?
- 4 What communication tools could be used to effectively reach out to different stakeholders concerning exploitation of cassava potentials?
- 5 Do you think farmers are well informed about the uses of cassava by-products?
- 6 What roles can the private sector play for the realization of cassava revolution in Nigeria?
- 7 How can we mobilize the Federal government and the private sector for industrialization of the cassava products for foreign exchange? How?
- 8 Which communication media should be used to get to stakeholders?
- 9 How can the farmers, the private sector and the government be convinced to invest on cassava for industrial purpose?

APPENDIX 3



SONGHAI DELTA AMUKPE

Centre for Training and Research in Sustainable Skills Acquisition

Location: Eko Village, Off Old Sapele-Eku Road.

P.O. Box 2286, Sapele,
Delta State,
Nigeria.

Our Ref: SDA/COR./VOL.1/237

Your Ref:

2nd February, 2012

The Head of Department,
Mass Communication,
Convent University,
Otta.

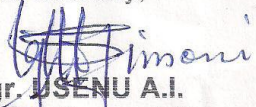
Sir,

REQUEST FOR INFORMATION ON GENERATING OF REVENUE THROUGH CASSAVA

The bearer Pastor Edafejirhaye Vincent a post graduate student of the Department of Mass Communication, Convent University was received by the organization and directed to the appropriate area, for the required briefing on the generation of revenue through Cassava.

Thanks for making our organization as one of your research centre.

Yours faithfully,


Engr. USENU A.I.
Deputy General Manager/ H.O.D. Agro-
Processing.

APPENDIX 4

