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Influence of Ozisa FM Traffic Programmes on Responsible Road Use among Residents of Owerri Metropolis, Imo State, Nigeria

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ABSTRACT

Background: The issue of traffic congestion has becoming a thing of serious concern in modern cities including Owerri metropolis that needs to be addressed.

Objective: The goal of this study was to assess the influence of Ozisa FM traffic programmes in promoting responsible road use among residents of Owerri metropolis of Imo state.

Method: Descriptive survey research design was adopted with a population of 983,000 from which 384 was derived as the sample size using Wimmer and Dominick's online sample size calculator. The multistage and purposive sampling techniques were employed in the study. Questionnaire was used as the instrument for data gathering, and the data was analysed with simple percentages and mean analysis.

Results: Findings revealed that at an average of 59.2% the respondents are moderately exposed to Ozisa Radio's FM traffic programme. Results also showed that at an average of 43.9% of the respondents confirmed that the Ozisa radio FM traffic programmes have influenced Owerri Metropolis residents towards curbing traffic congestion to a moderate extent.

Conclusion: Thus, we conclude that Ozisa FM radio traffic programmes have influenced Owerri metropolis residents to a moderate extent.

Unique contribution: This study has been able to extend the literature on the role of radio programme in addressing societal issues, especially issue as it concerns road traffic which is one of the disturbing issues facing urban cities.

Key Recommendation: There is a need for improved effort on the part of Ozisa FM, and then there is a need for engaging those in authority through the instrumentality of the media to carry out sensitisation on the need to help curb the issue of traffic congestion in the Owerri metropolis.

Keywords: Radio programme, road traffic, road congestion, Ozisa FM

INTRODUCTION

Many urban cities in Nigeria are bedeviled with environmental challenges such as traffic congestion which tends to defy various remedial measures adopted by different governments over the years (Nsude & Nwafor 2016). Most times, journeys from one point to another within a town have remained unreliable and residents have continued to face disturbing inconveniences in transportation. These are accompanied by noise and air pollution and the high costs associated with burning of fuels from stationary vehicles (Ukpata & Etika, 2012). Traffic congestion is one of the consequences of overpopulation this is because there are more people using the road facilities meant for a limited number of people. It is one of the greatest problems of urbanization generally in Nigeria and in Owerri. Almost all the urban centering Nigeria experience one form of traffic congestion to another (Azike, 2008). Traffic congestion occurs when a city's road network is unable to accommodate the volume of traffic that uses it. This situation is caused by rapid growth in motorization and with less than the Corresponding improvement in the road network, traffic management techniques, and related transport facilities (Iro & Pat-Mbano, 2022).

Congestion is the delay imposed by one vehicle on another for a given road if the traffic volume is high with greater delay then traffic congestion is high. Traffic congestion effects cost on delay to people, increases operation cost of vehicle, high fuel and maintenance cost etc., traffic congestion cost is also a part of social cost it is shared by the society (Medhavi & Srivastava, 2008). Traffic congestion also plays a role on degradation of the environment leads to environmental cost. There is huge noise pollution of (more than 90 dB). The sudden stop and go of vehicle movement in the congested areas leads high consumption of fuel thereby increasing the pollution level in the city by emitting various toxic gases. If the traffic demand is high and interaction between vehicles slows down the speed of traffic stream it results in traffic congestion (Jain et al., 2002 cited in Suresh et al., 2018). If vehicles are fully halted for a longer duration, then it is termed as a traffic jam or traffic snarl-up. Due to this, the drivers get frustrated and sometimes they also lead to the cause of accidents. Traffic congestion leads to waste of valuable time and health of passengers and pedestrians. The time period wasted by congestion leads to loss of some productive work. Imo State particularly Owerri metropolis is not left out in this.

In all these, the broadcast media especially the radio medium has a great role to play in informing residents of Owerri metropolis on the need to know the situation of traffic in a particular place so as to avoid it. It is as a result of this Ozisa FM through their traffic programmes "*Eje alo*" and "*I no gree I no gree*" engage residents of Owerri metropolis so as to help reduce the pressure on a particular road. Because when people tune in to these programmes they are likely to know the situation of traffic and it will enable them make decision that will help them avoid the traffic. It is against this backdrop that this study sought to assess the influence of Ozisa FM traffic programmes on residence of Owerri metropolis.

In recent times, Owerri has continued to experience traffic issues on almost all the roads within the metropolis, and this situation seems to have worsened due to the bad condition of the roads and the current population of the city. A whole lot of valuable time and resources are lost in the traffic congestion. Though authorities, through ENTRACO and the Ministry of Transportation, have been making efforts so as to curtail the traffic problem, on the other hand, radio stations, particularly Ozisa FM, have instituted programmes with the aim of solving or curbing the menace

through their programmes. But it appears this programmes is not doing enough because on a daily basis, people are trapped in traffic. Could it be these people are not exposed to the Ozisa FM radio traffic programmes or could it be the programmes do not influence them in making decisions that will enable them to avert the traffic congestion? The justification for this study is based on the fact that there have not been study to the best of the researchers' knowledge that looked at the issue of road traffic congestion and how it can be remedied from the perspective of radio programme and residents exposure to the programmes. Even some empirical evidence showed that not much has been done especially in the area where this study was carried out. Therefore there is serious need to fill this gap by extending literature on road traffic congestion and how it can be curb through radio programmes. The following questions served as a guide in the study: To what extent Owerri Metropolis residents are exposed to Ozisa radio FM traffic programmes? What is the Owerri Metropolis residents' perception on Ozisa radio FM traffic programmes based on their exposure to it? To what extent Ozisa radio FM traffic programmes has influenced Owerri Metropolis residents towards curbing traffic congestion?

Traffic Congestion and the Impact on Road Users

Mono road transport system was identified as major cause of traffic congestion (Badejo, 2014). The rising demand for road traffic has contributed in worsening the situation. This challenge was also propelled by population growth, urban migration, massive importation of used cars, access to cars due to increase in purchasing power of the middle income earners as well as poor driving skills of drivers especially those driving commercial vehicles. Traffic congestion in cities affects both private and public transport users with resultant economic losses and other negative social effects like traffic induced safety and health challenges (Badejo, 2014).

Other factors that may be responsible for traffic congestion are urban development, housing, employment, cultural policies, which may cause people to work and live relative to one another (OECD (Organisation for Economic Cooperation and Development) and ECMT (European Conference of Ministers of Transport). Joint Transport Research Centre (2007 as cited in Fagbe et al 2020). The review of some previous work that identified poor road condition, inadequate road infrastructure, road traffic accidents, inadequate traffic planning, drivers' behaviours and lack of integrated transport systems as factors that may induced traffic congestion we discovered several researchers (Ukpata & Etika, 2012) and agreed as valid. Illegal road parking was established as another traffic congestion causative factor while another researcher identified road intersection as possible cause. Poor planning of Transport system was added as one of the cause of traffic congestion. Poor engineering planning and design were also established as engineering factor. Breakdown of vehicles, road diversion joints, pedestrian crossing, commercial parking and boarding points were added into the list of origins of traffic congestion, while poorly planned road network and poor traffic management was documented as factor that may trigger traffic congestion.

Traffic congestion was established as ally of noise, air pollution, increase fuel cost incurred from stationary operated vehicles (Ukpata & Etika, 2012) while air pollution was identified as the world leading Environmental Health and Safety risks. Exposure of commuters utilising public transport may be eight (8) times higher than those who commute to work via private vehicles. This fact may be possible considering the huge emission from vehicles on traffic congested routes with over ninety seven percent (97%) of public trucks, buses, mini vans, public tricycles and motorcycles

lacking air conditioners that may have aided them in minimising pollution exposure via inhalation of emitted substances. Traffic congestion in urban cities that are experiencing rapid development

Ukpata and Etika (2012) carried out a study so as to investigate traffic congestion which has become a common sight in most urban cities of Nigeria. A survey was conducted among respondents. The results show that poor driving habits, poor road network, inadequate road capacity, and lack of parking facilities constitute the greatest causes of traffic congestion in Nigeria. Also, Lagos, Port Harcourt and Abuja were identified as cities most affected by traffic congestion. Raheem et al. (2015) carried out a study on the cause, effect and possible solution to traffic congestion on Nigeria road. The authors argue that due to increase in population and the attraction of human activities into urban region which in turn leads to the growth of vehicle ownership and use, there is demand for road space which has led to increase in the number of public transport operation. Consequently, the demand for road space is greater than the supply because the rate of provision of transport facilities is less than the rate of growth of vehicle ownership and use which result into traffic congestion.

Kongcharoen et al. (2021) conducted a study on risk factors related to road traffic accidents in Phuket Province, Southern Thailand. The study revealed that nearly half (47.15%) of the road traffic accidents in Phuket province involved motorcycles, surpassing other types of vehicles. Traffic accidents were more likely to occur during the daytime (38.11%), followed by night-time at 37.03%. Guided by the EFA and CFA, the three categories of factors, namely human, environmental and vehicle factors, were confirmed as appropriate in fitted models. The results of SCFA revealed that almost all traffic accidents were caused by human factors, followed by environmental, and vehicle factors, in this rank order. The fitted model was concordant with the empirical data.

Shaikh et al. (2017) examined the effectiveness of media awareness campaigns on the proportion of vehicles that give space to ambulances on roads. It was found that the Health Care in Danger project in Karachi suggests that there is presence of behavioral negligence among vehicle operators on roads in regards to giving way to ambulances. A mass media campaign was conducted to raise people's awareness on the importance of giving way to ambulances. The results showed that overall, 245 observations were included in the analysis. Traffic congestion and negligence/resistance, by vehicles operators who were in front of the ambulance, were the two main reasons why ambulances were not given way. Other reasons include: sudden stops by minibuses and in the process causing obstruction, ambulances not rushing through to alert vehicle operators to give way and traffic interruption by VIP movement.

Suresh et al. (2017) conducted a study on urban road traffic congestion of Hyderabad and it was found that traffic in Hyderabad is rapidly increasing day by day because of population growth and migration of population from rural areas to urban areas this leads to the growth of vehicle ownership and usage. They categorized traffic congestion on road networks based on the following factors i.e. lower speed, longer trip time and queuing of the vehicle for a longer duration. In their study also reported that traffic congestion is as a result of the following illegal parking, disobeying traffic rules, seasonal factors, pavement failures, encroaching of footpath, festival and occasional congestions, passage of heavy vehicle on narrow roads, accidents and improper lane management.

Iro and Pat-Mbano (2022) carried out a study on causes of traffic congestion and it was found that 66% of traffic in Owerri municipal are caused by drivers' impatient behaviour, wrong parking, disobedience to traffic rules (human factor) while 34% are caused by bad roads (physical factor). It was further revealed that 31.75% of traffic jam occurs during morning hours, from 7am – 9am while 33.75% of traffic occurs from 5pm – 7pm. Ngene and Anorue (2021) carried out a study on evaluating the FRSC's "don't drink and drive" media campaign in South-east, Nigeria: effects on motorists' exposure and compliance levels. Results Among other findings, data revealed that in terms of the participants' level of exposure to the DDD campaign, significant differences were observed in age, education, income and number of years spent driving. We also found that drivers' agreement level of the contents of the DDD campaigns was appreciable. Results particularly suggest that the DDD campaigns had a significant impact on drivers' likelihood of avoiding alcohol when driving, reducing alcohol intake at other times and educating others on the danger of drunk driving.

Fagbe et al. (2020) conducted a study on traffic congestion and health information on road users' safety and wellbeing in Apapa-Badagry Expressway, Lagos, Nigeria. Result obtained from the study indicated that an average of six (6) man-hours is daily lost by road users due to traffic congestion resulting from poor road infrastructure. The study also discovered poor level of health information awareness among road transport users, it also established an increase in reported cases of stress, fatigue, ill health, increased medical bills, increase in number of days observed as sick leave as well as increase in cost of maintenance of the vehicles and energy cost with an increase in road traffic accidents

Fadare and Ayantoyinbo (2020) carried out a study on the effects of road traffic congestion on freight movement in Lagos metropolis. Traffic congestion is a significant problem for modern society, but it is a necessary evil. The effect of congestion to a shipper means longer travel times, decrease in vehicle utilization, decreased in fuel efficiency, higher cost of fleet operation, shrink in market coverage, higher cost of shipment, less reliable pick-up and delivery times for truck operators. A sample size of 85truck drivers, 91 shippers and 108 suppliers were selected using stratified sampling techniques with the aid of well-structured questionnaires. Multiply regression analysis was used in analyzing the data obtained. The result of the findings revealed that congestion decrease vehicle utilization, decrease fuel efficiency, increase cost of fleet operation, shrink market coverage and increase cost of shipment.

Bashiru and Waziri (2008) in their study found that the causes of traffic congestion in Lagos to include the following: Presence of pot holes/bad road, trading activities, on-street parking, loading and discharging of passengers, illegal bus stops, flooding/poor drainage, vehicle breakdown, narrow road sections, religious activities, high volume of traffic, lack of parking space and lack of traffic light at some road intersections.

Concept of Radio Programme

Radio programmes, unlike television, are exclusively listened to by the audience using their ears. Radio programmes are therefore created in a pleasing manner that appeals to the audience's enjoyment of listening (Ezaka, & Nwafor 2018). According to Ngwu (2011), radio programmes should be created, packaged, and broadcast in a way that appeals to a broad audience with diverse preferences, perspectives, and worldviews. Radio employs sound effects to create tales and convey

messages to listeners, much like television uses visual effects to grab viewers' attention. Sound effects and music are frequently used by radio producers and presenters to help their audience understand their messages. A radio broadcast is inconceivable without music. Radio programmes are greatly enhanced by sound effects, which keep listeners engaged. Radio programmes are often scheduled to air for a set amount of time. The period of time can be anywhere between 5 minutes and 60 minutes, depending on the program's goal and nature. Other options are 10 minutes, 15 minutes, 20 minutes, 25 minutes, and 30 minutes. For instance, the study's focal point, "The People's Assembly," airs for 60 minutes on Hot Fm (One hour). Radio programming on Nigerian radio stations consists of the following categories: news, informational, awareness, and publicity programmes. Traffic and commercial/advertising programmes are under the informational category.

Radio Programmes and Reduction of Road Traffic Congestion

Not only do radio programmes educate and entertain listeners, but they can also help alleviate social problems like traffic jams. Radio programmes can play a role in reducing traffic congestion by airing public service announcements, educational segments, and conversations that aim to educate the public and inspire them to change their behaviour (Onyebuchi et al., 2023).

Listeners can stay updated about current road conditions and potential delays with traffic updates and alternate routes offered by radio programmes. Congestion can be reduced with the use of this real-time information by allowing vehicles to avoid crowded places and make more educated judgements (Munga & Kasongo, 2023). To go even farther into the root causes of congestion and potential remedies, radio shows can feature interviews with transportation specialists, lawmakers, and community leaders. By having these conversations, we can get people thinking about how important it is to have sustainable urban planning and efficient transportation networks (Popoola et al., 2013).

By disseminating up-to-the-minute information, facilitating conversations, and drawing attention to the problem, radio shows can make a big impact in reducing traffic congestion (Atakiti et al., 2016). Radio shows may help build better, more environmentally friendly transport networks by using their audience and influence to make a difference (Nwafor, 2019).

Theoretical Framework

This study was framed on the Uses and Gratification theory. Elihu Katz first introduced the uses and gratifications theory when he came up with the notion that people use the media to their benefits. In the context of this study people use the media to know where there are traffic situation so as to avoid them. The perspective emerged in the early 1970s as Katz and his two colleagues, Jay Blumler and Michael Gurevitch continued to expand the idea. This theory was contemporary because it contradicted older views that assumed the audience was a passive group. "The uses and gratifications approach views the audience as active; meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs" (Rossi, 2002 as cited in Asemah et al., 2017). The uses and gratifications theory of the media is one of the theories of mass communication that call attention to what people do with the media rather than what the media do to people (Edegoh et al., 2013). For instance, if one wants to go out especially during rush hour they may likely tune to a radio station that air traffic programme such

as the one done by Ozisa radio FM so as they will be properly guided on how to make their movement.

The uses and gratifications theory is a mass communication theory that tries to understand why people actively seek to go after certain forms of media to seek specific needs. The uses and gratifications theory originated from the functionalist perspective on mass media communication (Luo, 2002, cited in Karimi et al., 2014; Asemah et al., 2017). The theory, which is also called "utility theory" seeks to explain what function a particular kind of media content serves in a particular circumstance. The relevance of this theory is that it provide us the with the understanding why people tune to Ozisa FM traffic radio programme to get information on traffic so as it will guide their movement properly.

METHOD

The study made use of descriptive survey research method. First, this method allowed the researchers to identify and describe the population they were studying. Secondly, it allowed the researchers to gather firsthand data from the respondents, which helped in addressing the research problem. Also, it was used because it is one of the most reliable methods in social research. Researchers like Jumbo et al. (2023), Okoye et al. (2023) have used this method and it was effective in helping to address the research problem. The researchers concentrated in Owerri metropolis where the possibility of traffic congestion is high. With a projected population of 983,000 according to the (2023) Macrotrends.com report. A sample size of 384 was arrived at using Wimmer and Dominick online calculator with a 95% confidence level and 5% error limit. The researchers adopted multistage and purposive sampling techniques in selecting the respondents within selected communities in the metropolis. Their consents were sought thereafter assured of their confidentiality before they participated in the study. Also, 64 copies of questionnaire were non-proportionately distributed among 6 selected communities namely: Akwakuma, Amakohia, Umuguma, Nekede, Egbu, Orji. A self-developed questionnaire was adopted as the instrument for data gathering in the study. Simple percentages and mean analysis were used in the analysis of data.

RESULT

Out of the 384 copies of questionnaire administered on respondents on a face to face basis the researchers were able to retrieved 375 (97.6%) while 9 (2.3%) copies of the questionnaire were unusable. Therefore, analysis was carried out based on the 375 valid copies of questionnaire.

RQ1: To what extent Owerri Metropolis residents are exposed to Ozisa radio FM traffic programmes?

Table 1: The extent Owerri Metropolis residents’ exposure to Ozisa radio FM traffic programmes

Items	Large extent F(%)	Moderate extent F(%)	Low extent F(%)	Not sure F(%)	Total
I usually listen to Ozisa FM programmes generally	175 (46.6%)	155 (41.3%)	45 (12%)	-	375
I listen to Ozisa FM traffic programmes	82 (21.8%)	242 (64.5%)	41(10.9%)	10 (2.6%)	375
I pay close attention to the programmes on daily basis	79(21.0%)	250(66.6%)	38(10.1%)	8(2.1%)	375

Source: Fieldwork, 2023

Data from the above table 1 clearly showed that from item 1 majority 175(46.6) of the respondents reported that they listen to Ozisa FM radio programmes generally. However, specifically, a large majority 242(64.5%) indicated that they listen to Ozisa FM radio traffic programmes on a moderate extent. Further data on item 3 showed that 250(66.6%) of the respondents confirmed that they pay close attention to the programmes on daily basis. On the average 59.2% of the respondents are moderately exposed to Ozisa radio FM traffic programmes in Owerri Metropolis.

RQ2: What is the Owerri Metropolis residents’ perception on Ozisa radio FM traffic programmes based on their exposure to it?

Table 2: Respondents response on the programme is a great one because it has helped me to avoid unnecessary traffic congestion in the metropolis

Items	N	\bar{X}	Decision
The programmes make me know when to go out on the road and where to navigate from	375	3.3	Accept
The programmes make me avoid unnecessary traffic congestions within the metropolis	375	3.2	Accept
The programmes are well thought out	375	3.3	Accept
Grand mean		3.2	

Source: Fieldwork, 2023

The items raised under this section were aimed at examining the perception of residents on Ozisa radio FM traffic programmes based on their exposure to it. Analysis of data revealed that at an average mean score of 3.2 (N=375) respondents have positive perceptions. They are of the views that the programmes make them know when to go out on the road and where to navigate from. Also, the programmes make them avoid unnecessary traffic congestions within the metropolis and the programmes are well thought out. Based on the positive affirmations to these question one can infer that they have positive perception about Ozisa radio FM traffic programmes.

RQ3: To what extent Ozisa radio FM traffic programme has influenced Owerri Metropolis residents towards curbing traffic congestion?

Table 3: Respondents response on despite knowing what causes traffic congestion yet still engage in it sometimes

Options	Frequency	Percentages (%)
Yes	190	50.6%
No	136	36.2%
Can’t say	49	13.0%
Total	375	100

Source: Fieldwork, 2023

Analysis of data revealed that 50.6% of the respondents indicated that despite knowing what causes traffic congestion within the metropolis yet still engage in it sometimes. This means that many of the respondents indicated that despite knowing what causes traffic congestion within the metropolis yet still engage in it.

Table 4: Respondents response on the extent Ozisa radio FM traffic programme has influenced Owerri Metropolis residents towards curbing traffic congestion

Options	Frequency	Percentage (%)
Large extent	112	29.8
Moderate	140	37.3
Low extent	72	19.2
Can't say	51	13.6
Total	375	100

Source: Fieldwork, 2023

Analysis of data revealed that 37.3% of the respondents confirmed that Ozisa radio FM traffic programme has influenced Owerri Metropolis residents towards curbing traffic congestion to a moderate extent. This means that many of the respondents indicated that Ozisa radio FM traffic programme has influenced Owerri Metropolis residents towards curbing traffic congestion.

DISCUSSION

In line with the research question one finding revealed that at an average of 59.2% of the respondents are moderately exposed to Ozisa radio FM traffic programme. From this result it is quite obvious that most of the people who were sampled are exposed to Ozisa radio FM traffic programme to a moderate extent. Perhaps, this is so because Ozisa FM is competing with other stations within the metropolis. So audience may be shared across other stations because a programme of their interest is being aired. This may be the reason for the moderate extent of exposure to the Ozisa radio FM traffic programme. This finding is consistent with that of Ngene and Anorue (2021) whose study found that motorists' exposure to FRSC's "Don't Drink and Drive" media campaign in South-east, Nigeria was high and that drivers' agreement level of the contents of the DDD campaigns was appreciable. The study of Ngene and Anorue and that of the current study agree that respondents are exposed to media message. From the finding of this study one can deduce that the broadcast media have great role to play on issue that has a lot to do with road. Also in line with this finding is the study of Fagbe et al (2020), who found that poor level of health information awareness among road transport users increase in reported cases of stress, fatigue, ill health, increased medical bills, increase in number of days observed as sick leave as well as increase in cost of maintenance of the vehicles and energy cost with an increase in road traffic accidents. Similarly, the study of Fagbe et al and that of the present study regarding the first finding are all pointing to being exposed to useful information regarding road usage.

Finding showed that majority of the respondents at a mean of 3.2 (N=375) were of the perception that the programmes make them know when to go out on the road and where to navigate from. Also, the programmes make them avoid unnecessary traffic congestions within the metropolis and the programmes are well thought out. This result is a clear indication that most of the sampled respondents have positive views concerning Ozisa FM radio traffic programmes. Perhaps their perception could have been shaped because they have benefited from the programme by way of averting waste of resources through traffic congestion through the programme. This finding is strongly backed by the Uses and Gratification theory this was anchored on. Because according to the theory people use the media for their own gain. The result is in line with the finding of Bashiru and Waziri (2008) who found that the causes of traffic congestion in Lagos to include the following: Presence of pot holes/bad road, trading activities, on-street parking, loading and discharging of passengers, illegal bus stops, flooding/poor drainage, vehicle breakdown, narrow

road sections, religious activities, high volume of traffic, lack of parking space and lack of traffic light at some road intersections. Based on this finding, for instance those that are exposed to radio or broadcast media programmes on traffic and it shapes their perception positively such exposure and perception will aid them in avoiding some of these traffic. The current study is in tune with that of Bashiru and Waziri because when one is armed with useful information about traffic issue one will do anything possible to avoid the traffic situation that can be caused by what Bashiru and Waziri pointed out in their study.

Finding revealed that at an average of 43.9% of the respondents confirmed that Ozisa radio FM traffic programmes has influenced Owerri Metropolis residents towards curbing traffic congestion to a moderate extent. From this result it is quite obvious that Ozisa radio FM traffic programmes have influenced Owerri Metropolis residents towards curbing traffic congestion moderately. This could be because of their level of exposure and interest in the station's programmes on traffic. This finding has extend the findings of Iro and Pat-Mbano (2022) who revealed that 66% of traffic in Owerri municipal are caused by drivers' impatient behaviour, wrong parking, disobedience to traffic rules (human factor) while 34% are caused by bad roads (physical factor). By introduce the role of radio in helping to curb traffic congestion in Owerri Metropolis. This finding is not in total agreement with that of Iro and Pat-Mbano (2022) because according to the current finding, respondents have been influenced moderately which means at least to an extent the radio programmes is helping to curb traffic congestion even though is not in totality. Though, the reason only 37% in table 5 confirmed that Ozisa FM radio traffic programmes has influenced Owerri Metropolis residents towards curbing traffic congestion could explain why Suresh et al., (2017) argued that traffic congestion will continue to be a problem provided that there is rapidly increasing population growth and migration of population from rural areas to urban areas as well as illegal parking, disobeying traffic rules, seasonal factors, pavement failures, encroaching of footpath, festival and occasional congestions, passage of heavy vehicle on narrow roads.

CONCLUSION

Based on the findings, it is therefore safe to conclude that residents of Owerri metropolis are moderately exposed to the traffic programmes aired on Ozisa FM radio and to an extent their exposure has shaped their perception positively. Thus, we conclude that Ozisa FM radio traffic programmes have influenced Owerri metropolis residents to a moderate extent. In line with the findings, the following recommendations are given: The fact that 59.2% are moderately exposed is not enough therefore producers of the traffic programmes should intensify their efforts in creating publicity of the programmes so as to attract more listener to the programmes. In order to maintain the positive perception the producers of the programmes should sustain their effort in making the programmes more appealing to listener and prospective listener. Given that at an average of just 43.9% of respondents confirmed that Ozisa Radio FM traffic programmes has influenced Owerri metropolis residents toward curbing traffic congestion to a moderate extent, this is quite unimpressive. Hence, there is a need for improved effort on the part of Ozisa FM, and then there is a need for engaging those in authority through the instrumentality of the media to carry out sensitisation on the need to help curb the issue of traffic congestion in the Owerri metropolis.

The finding of this study will be of great significance to radio stations because they will be able to rate their contribution towards curbing the issue of traffic. It will enable them to know where to improve so as to attract more advertisers to their stations. Secondly, it will be great benefits to motorists and passengers because it will enable them know that there are traffic programmes on radio that will guide them in making decision so as not to be trapped on the way. This study has further confirmed the uses and gratification theory. Which explains what the people do with the media rather than what the media does with them. Additionally, this study will add to the body of literature in the area of broadcast media studies and it will be of useful reference materials to scholars and professional who may want to carry out investigation in similar area.

Ethical clearance

Ethical consent was sought and obtained from the respondents used in this study. They were informed that the research exercise was specifically for academic purposes, and their participation was voluntary and were notified that at any point they are willing to opt out.

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Conflict of interest

There is no conflict of interest that exist

Authors' Contributions

Etumnu Emeka Williams: Designed the methodology section also handled data curation and analysis, Nwosu, Lauretta Chinenye: Conceptualisation of the article, Nkwocha Chike Martin: Writing of the literature review, Emetumah I. Fatima: Writing of the initial draft and handled the data analysis, Megwa Godswill: Critical review of manuscript, Williams-Etumnu I. Oluchi: Data curation and critical review of manuscript.

Availability of data and materials

The datasets on which conclusions were made for this investigation are available on reasonable request.

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