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RESEARCH ARTICLE

Access to Agricultural Radio Content in Indigenous Languages: Implications for Agribusiness in Nigeria

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ABSTRACT

Focusing on three states (Benue, Plateau, and Nasarawa) in North-Central Nigeria, identified as the nation's top crop farming states, this study explores farmers' understanding of agricultural radio content in indigenous languages and the consequences for agribusiness in Nigeria. The study collects data from farmers in the north-central region to address the research aims. The data was collected through a survey research design, using a Kregcie and Morgan sample table to select 663 farmers from the three states randomly. The study was anchored on the uses and gratifications theory. The study found that farmers know the availability of agricultural radio content in native languages. Most of them agree that these radio contents are relevant to agriculture. Findings also show that farmers in Nigeria have an excellent understanding of agricultural radio content in their native tongues, which suggests a bright future for the country's agricultural sector. With this information, they can better comprehend what they must do at a given moment to increase their yield and sell their goods for a profit (agribusiness). To encourage farmers to increase their production and support agribusiness, the study suggests, among other things, that agricultural radio content in indigenous languages be broadcast and expanded upon.

INTRODUCTION

Information is critical to improving agricultural productivity (Khan et al., 2018). Radio programme contents have, over the years, been a veritable tool in ensuring that information needed in almost all areas of human endeavour is readily made available to those who need it. Additionally, radio programme content aired in indigenous languages is loved and preferred, especially by people who ordinarily find it difficult to understand English as the everyday language of the broadcast. The role of farmers in any country's production chain must be balanced. Farmers play a crucial role in ensuring that food is readily available for consumption and export. Hence, carrying them along in radio programme content that is out to meet their needs is not out of place.

The Food and Agricultural Organisation (FAO) (2006) have noted that human and material resources play a crucial role in achieving workable agricultural development. However, there is a need to improve knowledge transfer at all stages of agricultural production. Thus, the expansion of agriculture globally is traceable to the discoveries through research and enhanced agricultural practices disseminated to farmers through the media in indigenous languages they understand and can relate to (Donye, 2018; Moyo & Salawu, 2018).

It has been observed that radio is the most predominant tool in ensuring that farmers are reached, thus improving their output (Ozowa, 2005). Farmers are urged via radio programme content to embrace new technology and show interest in progress in crop production. Groups can share their

experiences and generally examine issues that have a beneficial or harmful impact on their lives through radio programme content. Knowledge of the existence of these programme contents is germane to their participation, adoption of techniques learned, and eventual productivity and improved agricultural business. Oyero (2010) feels that by combining the advantages of indigenous language with radio stations' capacity, the goal of spreading development-related messages will be realised to a large extent. Therefore, it can be argued that, at its most fundamental level, engaging farmers in indigenous languages can ensure a constant flow of information on composts, pesticides, high-yield seedlings, appropriate planting seasons, water supply, and conservation, in addition to teaching them how to market their goods.

It is impossible to ignore how vital agribusiness is at the intersection of agricultural development brought to the fore by programme contents. This is because, through their necessary infrastructure, agriculture may offer more employment opportunities, higher earnings, a poverty reduction, and Corporate Social Responsibility (CSR). Through general handling, processing, transport, marketing, and distribution of agricultural products, it gives farmers inputs and connects them to customers. The growth of Nigeria's rural majority has much potential because of the synergy between agribusiness and agro-industrial commercial activities (Tersoo, 2014). Radio programmes in Indigenous languages are crucial in enhancing agribusiness in Nigeria by improving information access and fostering community engagement. Research has shown that such programmes effectively disseminate agricultural knowledge tailored to local contexts, which is vital in a country where many farmers rely on traditional methods (Ogunniyi & Odukoya, 2018). Indigenous language broadcasts facilitate a better understanding of agricultural techniques, pest management, and market access, increasing farmers' productivity and income (Adebayo et al., 2020). Furthermore, these programmes promote cultural relevance and community participation, encouraging farmers to adopt innovative practices while preserving cultural identities (Nwafor, 2019). The implications are profound, as they support economic growth and enhance food security and rural development (Adedeji, 2021). By bridging the communication gap, radio programmes in Indigenous languages contribute significantly to the sustainability of Nigeria's agribusiness sector.

Over the years, studies have focused on agricultural programme contents and their impact on farmers' productivity, among other things. Some of these studies are those done by Ben-Enukora et al. (2023), Etuk and Ayuk (2021), Tafida and Sabiu (2021), Olomu et al. (2020), Murumba and Mogambi (2017), Donye (2018). However, there is a gap in knowledge about Agriculture that is impacted by farmers' understanding of agricultural radio content in native languages. To ascertain farmers' awareness of agricultural radio content in indigenous languages, this study will concentrate on three States: Benue, Nasarawa, and Plateau. It will also examine how this affects Nigerian agribusiness. Six hundred sixty-three farmers in the chosen states of Nigeria are among the study's sources for gathering their data. The study was motivated by the researchers' interest in farming and the Federal Government of Nigeria's drive to improve agricultural productivity and food security through agribusiness. These radio content aired in indigenous languages in the states include *U yivin ikyese I kwaghyan* (Filling the Food Basket), Mukoma gona (Let us go back to farming), and *Muryan Manoma* (Voice of Farmers). Specifically, the study seeks to ascertain the level of farmers' knowledge of agricultural radio content in indigenous languages and determine the implication of this knowledge on agribusiness.

THEORETICAL FRAMEWORK

The study is anchored on the Diffusion of Innovations theory.

The Diffusion of Innovations Theory, developed by Everett Rogers, outlines several fundamental tenets that explain how, why, and at what rate new ideas and technologies spread within cultures. Central to this theory is the concept of the innovation-decision process, which includes five stages: knowledge, persuasion, decision, implementation, and confirmation (Rogers, 2003). This process highlights that individuals must first be aware of an innovation before considering adopting it. Additionally, Rogers identifies critical attributes of innovations' relative advantage, compatibility, complexity, trialability, and observability that influence the rate of adoption (Rogers, 2003). These attributes suggest that innovations perceived as advantageous and compatible with existing values

and practices are more likely to be adopted. The theory also emphasises the role of communication channels, social systems, and opinion leaders in facilitating diffusion (Valente & Pumpuang, 2007). By understanding these tenets, practitioners can better design strategies to promote the adoption of beneficial technologies and practices in various fields, including agriculture and health.

Diffusion of Innovations offers three valuable insights into the process of social change. These qualities include the qualities that successfully spread an innovation, the relevance of peer talks and peer networks, and understanding the needs of individual user segments. These insights were tested on over 6,000 field testing and research trials, making them one of the most reliable in social sciences (Robinson, 2009). Diffusing innovations is approaching most other theories of change radically differently. It considers change as primarily a question of the evolution or reinvention of products and behaviour instead of focusing on convincing people to change, to make it better adapted to individuals' and groups' needs. The theory explains how innovations are taken up in a population. An invention is a concept, conduct, or artefact your audience finds unique. Accordingly, Rogers (2003) further argued that the innovation-decision process is an activity to search for information and inform people about innovation's advantages, in which an individual is motivated to reduce uncertainty. It involves five steps: knowledge, persuasion, decision-making, implementation, and confirmation. Usually, these moves accompany one another in a timely way.

Rogers (2003) described the method of innovation-diffusion as a system of incertitude elimination, suggesting technology characteristics help to decrease technological uncertainty. The innovation attribute comprises five characteristics: favourable, compatible, dynamic, trialable, and measurable technology. He further submitted that individual perceptions of this feature predict how quickly innovations are adopted. However, researchers in diffusion believe that a population can be divided into five segments based on its inclusion in a specific innovation. These segments include innovators, early adopters, early majorities, late majorities and laggards (Rogers, 2003).

The diffusion of innovations applies to this study because agricultural radio content in indigenous languages offers a variety of new agricultural technologies that farmers must adopt to increase their total output and fully enter agribusiness. Farmers' agricultural yields are enhanced by embracing these technological advancements since more advanced, tried-and-true farming techniques are now accessible.

The theory is dominant in this study because it graphically describes the steps and procedures involved in adopting or rejecting an innovation. Adoption is not a single action; it entails a series of considerations and decisions that farmers must make at various stages before deciding whether to accept or reject the innovation. According to the theory's conceptualisation of the innovative decision-making process, adoption continues after ongoing large-scale adoption because farmers may later change their minds and undo their choices.

METHODOLOGY

The study uses a survey research design. This research technique gathers information on a specific issue from a sample population. It allows mass communication researchers to measure the characteristics or behaviours of a sample group and then generate feedback to the population, which is the group under survey (Beran, 2002). The survey approach was the blueprint for this study's data collection and analysis. The questionnaire tool of the survey method was used to gather the information required for this investigation. Farmers in three states in Nigeria, namely Benue, Nasarawa, and Plateau, were asked to complete a questionnaire that was created to elicit broad information about the study's aims. The decision to use the questionnaire was made based on how well the tool worked to elicit a range of thoughts and sentiments from the sampled respondents.

The total number of farmers in the three states served as the population estimate for this study. The sample size was established using the sample size determination chart from Krejcie and Morgan (1970). The study arrived at a sample size of 663 participants with a 95% confidence interval and precision of 0.5. This indicates that 663 respondents made up the study's sample. As a result, the number of copies returned reflects the number of farmers who contributed the data used for analysis. Data was obtained and analysed using frequency tables and straightforward percentages to demonstrate the distribution of results and comprehension of the study. U yivin ikyese I kwaghyan

(Filling the Food Basket) aired in the Tiv language, Mukoma gona (Let's Go Back to Farming) aired in the Hausa language, and Muryan Manoma (Voice of Farmers) also aired in the Hausa language are the programme contents under examination that were broadcast in indigenous languages across the states. Though the stations broadcast in English, these programmes are aired in indigenous languages. Harvest FM Makurdi, Nasarawa Broadcasting Service (NaBS) and Plateau Radio and Television Corporation (PRTVC) are the stations where these programmes are aired. While the federal government of Nigeria owns Harvest FM, Nasarawa Broadcasting Service (NaBS) and Plateau Radio and Television Corporation (PRTVC) are owned by the state governments of Nasarawa and Plateau states, respectively.

Firstly, the selected states (Benue, Nasarawa, and Plateau) were purposefully picked from the North-Central geopolitical zone, which comprised six states. This is because the selected states have access to agricultural radio programmes in indigenous languages, as opposed to the three other states in the geopolitical zone (Kogi, Niger, and Kwara). Using the lottery method of simple random sampling, which involved writing the names of the farming zones on pieces of paper, folding them appropriately, placing them in a container, and vigorously shaking them before being picked, two agricultural zones from each state under consideration were chosen. Volunteers chose the first two zones for each state.

Before any picking, the names of the local governments were written on pieces of paper, folded properly, placed in a container, and thoroughly mixed. Two were chosen by a volunteer, ensuring the local administrations from each research zone were represented. Each state had four farming communities due to the stratification of the LGAs into two farming communities. All data acquired during the study are confidential and shall only be used for this research and possible publications. Ethical approval was obtained for the study.

Data presentation and analysis

Table 1: Age distribution of the respondents

		States			Total
		Benue (%)	Nasarawa (%)	Plateau (%)	
Age	Below 18	41.7	28.3	30	100
	18 - 35 Years	35.4	38.4	26.2	100
	35 - 50 Years	32	30.6	37.4	100
	50 and Above	23.9	26.1	50	100
Total		33.3	33.3	33.3	100 n= 663

The age distribution of respondents across the three (3) selected states in Nigeria is as presented in crosstabulation Table 1. It revealed that out of 60 respondents below 18 years in all three selected states, 41.7% were from Benue, 28.3% were from Nasarawa, and 30% were from Plateau. Similarly, the total number of respondents from all three states within the age group of 18-35 years was 305, of which 35.4% were from Benue, 38.4% were from Nasarawa, and 26.2% were from Plateau. The findings also revealed that 206 respondents were within the age group of 35-50 years. Of the 206 respondents from the three selected states, 32% were from Benue, 30.6% were from Nasarawa, and 37.4% were from Plateau. Also, the total number of respondents within the age group of 50 years and above was 92. Of these 92 respondents, 23.9% were from Benue, 26.1% were from Nasarawa, and 50% were from Plateau. Sequel to the data presented above shows that most of the respondents across the three selected states were within the economically active population of 18-50 years.

Table 2: Gender distribution of the respondents

		States			Total
		Benue (%)	Nasarawa (%)	Plateau (%)	
Gender	Male	35.9	35.9	28.2	100
	Female	30.2	30.2	39.5	100
Total		33.3	33.3	33.3	100

				n= 663

The gender distribution of respondents from all three selected states, Benue, Nasarawa and Plateau, as presented in Table 2, shows that out of the total of 362 male respondents from all the selected states, 35.9% were from Benue, 35.9% were from Nasarawa while 28.2% were from Plateau. Similarly, out of 301 female respondents, 30.2% were from Benue, 30.2% were from Nasarawa, and 39.5% were from Plateau. The data presented, however, revealed that most of the respondents from Benue and Nasarawa were male, while in Plateau, most were female. This suggests that women on Plateau are more engaged in farming than their male counterparts.

Table 3: Farmers' awareness of agricultural radio content in indigenous language

		Responses			
		Yes (%)	**No (%)**	**Not Sure (%)**	Total
States	Benue	63.8	30.3	5.9	100
	Nasarawa	60.2	29.9	10	100
	Plateau	49.3	24.4	26.2	100
Total		57.8	28.2	14	100 n= 663

Further to the descriptive statistics presented in Table 3, it shows that out of 221 respondents from Benue, 63.8% posited that they heard about agricultural radio content in the indigenous language, 30.3% noted that they had not heard about it in the indigenous language. In contrast, 5.9% were unsure if they had heard about agricultural radio content in the indigenous language. Also, out of 221 respondents from Nasarawa, 60.2% noted that they had heard about agricultural radio content in the indigenous language, 29.9% believed they had not heard, and 10% were unsure. Similarly, out of 221 respondents from Plateau, 49.3% posited that they had heard about agricultural radio content in their indigenous language, and 24.4% noted that they had not heard about agricultural radio content in their indigenous language. In contrast, 26.2% were unsure if they had heard about agricultural radio content in the indigenous language.

Table 4: Respondents' access to agricultural radio content in indigenous languages vis-à-vis agribusiness

	N	**SA [5] (%)**	**A [4] (%)**	**U [3] (%)**	**D [2] (%)**	**SD [1] (%)**	**Mean**	**SD**
I am aware that agricultural radio content in indigenous languages is available on our local radio station	663	14.5	51.1	11.8	13.1	9.5	3.4796	1.17210
Agricultural radio content in indigenous languages is very informative and has helped me market my products	663	16	51.7	15.1	12.2	5	3.6440	1.31342
I understand the content of agricultural radio programmes in indigenous languages	663	13	51.1	16.6	13.6	5.7	3.5204	1.06118
Agricultural radio content in indigenous languages on our local radio station encourages me to do business	663	14.8	47.8	20.4	12.8	4.2	3.5611	1.02630
Farmers learn new things from agricultural radio content in indigenous languages	663	19.8	52	14.5	10.9	2.9	3.7496	.98665
Knowledge gained from agricultural radio content in indigenous languages has helped my practice of agriculture for better productivity	663	13.7	56.1	15.2	11.9	3	3.6561	.95960
I know the time agricultural radio content in indigenous languages in indigenous languages are aired on our local radio station	663	10.1	47.8	19.8	18.9	4.4	3.4284	1.54311
I believe that presenters of the agricultural radio content in indigenous languages on our local radio station carry farmers along in the programme	663	13.1	46.6	18.3	16.7	5.3	3.4555	1.07880

Access to agricultural radio content in indigenous and its implication for agribusiness was measured with eight (8) items on the questionnaire using five (5) Likert's scale ranging from strongly agree (5),

Agree (4), undecided (3), disagree (2) and strongly disagree (1). The scale addressed the extent to which respondents perceived the items on the research instrument.

The extent to which respondents agreed to the items on the research instrument was determined by the mean score and standard deviation. The assumptions and threshold of the mean score and standard deviation depict that if the mean is between 0.1 and 1.30, it is an indication that it is fragile; 1.31 - 2.40 means score shows that it is very fair, 2.41- 3.45 is regarded as moderate; 3.46 - 4.50 is strong while 4.51 - 5.00 is an indication that the means score is solid.

Table 4 shows respondents' access to agricultural radio content in indigenous languages. To know if the respondents are aware of agricultural radio content in indigenous languages, 14.5% of the respondents strongly agreed that they are aware, 51.1% of the respondents agreed that they were aware, 11.8% of the respondents were indifferent about the statement, 13.1% disagreed with the statement. In comparison, 9.5% strongly disagreed with (Mean Score= 3.4796, Standard Deviation = 1.1721). Therefore, most respondents affirm that the contents of these programmes are available on the local radio station. With the knowledge of the availability of these programme contents, farmers are exposed to a variety of knowledge that would improve the business of agriculture.

To know if the agricultural radio content in indigenous languages is very informative and has helped market agricultural products, 16.9% of the respondents strongly agreed that agricultural radio content in indigenous languages is very informative and has helped market agricultural products, 51.7% of the respondents agreed that programme contents are very informative and have helped marketing agricultural products, 15.1% of the respondents were indifferent about the statement, 12.2% disagreed with the statement. In comparison, 5% strongly disagreed with (Mean Score= 3.6440, Standard Deviation = 1.3134). Therefore, most respondents agreed that agricultural radio content in indigenous languages is very informative and has helped market agricultural products. The study further sought to ascertain if respondents understood the content of agricultural radio content in indigenous languages aired; 13% of the respondents strongly agreed that they understood the content of the programme contents, 51.1% of the respondents agreed, 16.6% of the respondents were indifferent about the statement, 13.6% disagreed with the statement. In comparison, 5.7% strongly disagreed with (Mean Score= 3.5204, Standard Deviation = 1.0612). Therefore, most of the respondents agreed that they understand the content of agricultural radio content in indigenous languages on the local radio station.

Similarly, 14.8% of the respondents strongly agreed that the content of agricultural radio content in indigenous languages on the local radio station encourages them to do business, 47.8% of the respondents agreed that the content of the programmes encourages them to do business, 20.4% of the respondents were indifferent about the statement, 12.8% disagreed with the statement. In comparison, 4.2% strongly disagreed with (Mean Score= 3.5611, Standard Deviation = 1.0263). Therefore, most of the respondents agreed that the agricultural radio content in indigenous languages and local radio stations encourages them to do business. In addition, 19.8% of the respondents strongly agreed that farmers learn new things from agricultural radio content in indigenous languages aired on the local radio station, 52% of the respondents agreed that they learn new things from the programme contents, 14.5% of the respondents were indifferent about the statement, 10.9% disagreed with the statement. In comparison, 2.9% strongly disagreed with (Mean Score= 3.7496, Standard Deviation = 1.9867). Therefore, most respondents agreed that farmers learn new things from agricultural radio content in indigenous languages aired on the local radio station.

In the same vein, 13.7% of the respondents strongly agreed that knowledge gained from the programme contents has helped respondents practice agriculture, 56.1% of the respondents agreed that knowledge gained from the programme has helped respondents practice agriculture, 15.2% of the respondents were indifferent about the statement, 11.9% disagreed with the statement. In comparison, 3% strongly disagreed with (Mean Score= 3.6561, Standard Deviation = .9596). Therefore, most respondents affirmed that knowledge gained from agricultural radio content in indigenous languages on the local radio station has been helpful. In a related development, 10.1% of the respondents strongly agreed that they know the time agricultural radio content in indigenous languages is aired on the local radio station, 47.8% of the respondents agreed that they know the time the programme contents are aired on the local radio station, 19.8% of the respondents were

indifferent about the statement, 18.9% disagreed with the statement. In comparison, 4.4% strongly disagreed with (Mean Score= 3.4284, Standard Deviation = 1.5431). Therefore, most of the respondents agreed that they knew the time agricultural radio content in indigenous languages in indigenous languages are aired on the local radio station.

Also, 13.1% of the respondents strongly agreed that they believe that presenters of the agricultural radio content in indigenous languages on the local radio station carry farmers along in the programme, 46.6% of the respondents agreed, 18.3% of the respondents were indifferent about the statement, 16.7% disagreed with the statement. In comparison, 5.3% strongly disagreed with (Mean Score= 3.4555, Standard Deviation = 1.0788). Therefore, most of the respondents agreed that they believe that presenters of the agricultural radio content in indigenous languages on the local radio station carry farmers along in the programme.

DISCUSSION OF FINDINGS

The findings indicate that farmers know the programme contents aired in indigenous languages. Additionally, most respondents concurred that agricultural radio content in indigenous languages is very instructive. Based on the results, which have a mean score of 3.5204 and a standard deviation of 1.0612, it appears that most of the respondents are familiar with the content of these programmes. Agricultural radio content is a crucial component of the communication chain for actors sharing agricultural advances (AFRI 2008). According to Mapusteni (2006), the benefits that encouraged using radio programme content as a pedagogical and instructional tool for agriculture and other scientific endeavours are also confirmed. Other scientists have listed the advantages of radio programme contents as seen by listeners, including their reliance on oral traditions, their ability to span time and space without constraint, and their use of settings that conjure up incongruous real-world pictures. At once, radio can reach millions of listeners (Fossard, 1996). The study establishes that farmers in the region are familiar with these programmes' contents and that the programmes provide the information farmers need to improve their farm yield and promote agribusiness. This is supported by the findings of Ben-Enukora, Ejem, Aremu, Adeyeye and Oloruntoba (2023). They found that farmers are exposed to agricultural content on the radio. However, their ability to adopt innovations that would boost their practice of agricultural innovations is dependent on friends, family members, and the media.

Similarly, most respondents agree that the content of these programmes is relevant. In addition, 71.8% affirm that they learn new things from the contents of these programmes. Similarly, 69.8% of the respondents agree that knowledge gained from these programme contents has helped respondents' practice of agriculture. In a related development, a good number of respondents (57.9%) attest that they know the time agricultural radio content in indigenous languages is aired on the local radio station, adding that they believe that presenters of the programmes carry farmers along in the programme. This implies that the content of these programmes addresses farmers' needs and provides the necessary information to improve the agriculture business. This finding corroborates that of Nwibo et al. (2022), who found that mass media-promoted agricultural programmes significantly influence arable crop production, which promotes agribusiness.

Studies by Annerose (2003), Arokoyo (2003), Chizari and Dinpanah (2005), Saadi (2008), and Ekoja (2013) all confirm radio programme content as a noteworthy influencer of positive change among farmers towards enhanced farm yields and agribusiness. Radio programme contents have been the ideal tool to improve the development of small rural farmers in Africa (Ozowa, 2005). Through adopting new ideas, radio programme content encourages people in rural areas to become interested in development. Radio programme contents allow people to talk about their experiences and generally examine the problems and arrangements that affect their lives. Furthermore, farmers can be taught conservation techniques for better agricultural delivery through radio programme content. This indicates that farmers might receive education regarding the critical methods to protect and preserve their products from spoilage. It also informs them of the safety precautions they can take when selling and storing farm products (Maddox, 2013; Adesiji et al., 2017).

Agribusiness is the culmination of all activities related to the production on the farm, the distribution of goods, and the manufacturing of farm supplies. Agricultural radio programmes' content emphasising the generality of these activities provides a veritable tool for advancing agriculture in Nigeria. Findings from this study have demonstrated that agricultural radio content in indigenous languages can improve the drive for agribusiness in Nigeria. Thus, farmers are exposed to the realities of the current day through programmes that enlighten them on steps to take from the production stage to the sales stage. These programmes also bring current technological advancements that would improve productivity. This finding is in tandem with Ogunniyi and Ojebuyi (2016), who found that although voice calls are the most common mobile phone service, radio is the feature farmers most frequently utilise on their phones. Farmers use their mobile phones extensively for agribusiness tasks. Though the crux of their study was on the use of mobile phones, their findings hinted that farmers predominantly use the radio feature on their phones to connect to agricultural radio content, which comes with benefits such as increased income and improved productivity.

The use of indigenous agricultural radio in Nigeria has emerged as a vital tool for enhancing agribusiness, particularly in rural areas where access to information can be limited. Radio programs in local languages effectively bridge communication gaps, allowing farmers to receive timely and relevant agricultural information tailored to their cultural and socio-economic contexts. Research by Ogunniyi and Odukoya (2018) highlights that these broadcasts play a significant role in disseminating knowledge about modern farming techniques, pest management, and market opportunities, ultimately leading to improved productivity and income for farmers. Moreover, indigenous language radio fosters community engagement and participation, which is essential for successfully adopting new agricultural practices. Adebayo et al. (2020) emphasise that when information is presented in familiar languages, it resonates more with farmers, increasing the likelihood of implementation. This cultural relevance helps educate farmers and strengthens their connection to their agricultural roots, promoting sustainable practices honouring traditional knowledge. The implications of such radio programs extend beyond mere information dissemination; they contribute significantly to rural development and food security. Nwafor (2019) notes that by empowering farmers through accessible information, these programs enhance their ability to make informed decisions, thereby improving their livelihoods. Additionally, Adedeji (2021) argues that the impact of agricultural radio in indigenous languages fosters innovation within agribusiness, enabling farmers to adapt to changing market dynamics and consumer demands. Integrating indigenous agricultural radio into the agribusiness landscape in Nigeria offers numerous benefits. It enhances information access, promotes community involvement, and contributes to rural economic growth and food security, demonstrating the essential link between communication and agricultural development.

Theoretically, farmers' knowledge level about agricultural radio content in the three states is in tandem with the knowledge stage of the diffusion of innovations theory (Rogers, 2003). This is affirmed by the respondents' confirmation that they are aware of these programmes' contents and note that such programmes' contents are very informative. The Diffusion of Innovations Theory provides a valuable framework for understanding the impact of agricultural radio content in Indigenous languages on agribusiness in Nigeria. This theory posits that the adoption of new ideas and technologies occurs through communication among individuals and groups, highlighting the importance of social networks in facilitating change. In the context of agricultural radio, programs delivered in Indigenous languages enhance comprehension and relatability, making it easier for farmers to embrace innovative practices and technologies. As these radio broadcasts disseminate agricultural knowledge, they empower farmers to adopt sustainable practices, improve productivity, and navigate market challenges more effectively. By fostering trust and encouraging dialogue within communities, such content accelerates the adoption of beneficial agricultural innovations and strengthens the overall agribusiness landscape in Nigeria. This communication and innovation diffusion alignment ultimately leads to improved economic outcomes and food security for rural populations, demonstrating the crucial role of culturally relevant media in agricultural development.

CONCLUSION AND RECOMMENDATIONS

Agribusiness has a bright future since farmers have a solid understanding of agricultural radio content in native languages. Thanks to this information, they can better comprehend what they must perform regularly to increase yield and offer their goods for fair pricing. The study finds that farmers greatly benefit from being aware of agricultural radio content in their native languages. Thus, when put to good use, this knowledge portends goodwill for agricultural practices, eventually metamorphosing into agribusiness. In this situation, farmers can easily interact with entrepreneurs who will buy their products in bulk.

The diffusion of innovation theory, which tries to explain the processes involved in adopting innovation and the spread of thoughts to ultimate consumers from originating sources, was evident in this study. Respondents confirmed that agricultural radio content in indigenous languages is aired on the local radio station. They noted that such content is very informative and encourages them to adopt innovations aired in those programmes.

The following recommendations are therefore made:

- Agricultural radio content in indigenous languages should continue to be aired and improved to encourage farmers to improve their yield.
- Agribusiness is critical to the growth of every economy; hence, farmers should be encouraged to participate in agricultural radio content in indigenous languages to learn how to buy and sell their products
- Agribusiness should be a significant theme in agricultural programmes aired to educate farmers on how to go about it.
- Programme producers should liaise with Agric-prenuers to develop strategies that incorporate farmers into the scheme of things to improve their yield as well as diversify their farming activities

Authors' contributions

Babatunde Adeyeye: Writing – review & editing, Writing – original draft, Conceptualization.

Abiodun Salawu: Writing – review & editing, Supervision.

Evaristus Adesina: Methodology, Investigation.

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