

ATTITUDE AND MOTIVATING FACTORS OF MARKET TRADERS IN ILORIN TOWARDS KWARA STATE GOVERNMENT WASTE MANAGEMENT RADIO CAMPAIGN

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Abstract

This research investigated the attitudes of market traders in Ilorin towards Kwara State Government radio campaign regarding waste management practices as well as the factors behind the attitudes. A survey method was adopted and data were collected via structured questionnaire from 400 traders who are working at five major markets in Ilorin metropolis. Findings reveal that the traders generally have a positive perception of the campaign, acknowledging its clarity, relevance, and practical usefulness, which in turn lead to positive attitudes towards proper waste disposal and participation in sanitation projects. Personal beliefs, peer influence, and source credibility were identified as strong motivators of these attitudes, being more powerful than structural constraints. Moreover, the regression results indicate that the perception of the campaign is a significant predictor of traders' attitudes even after controlling for age, gender, education, years in business, and market location. The research, thus recommends that the Kwara government sustain the radio campaign while enhancing its cultural and linguistic relevance, actively involving market leaders, and complementing communication efforts with improved waste infrastructure and consistent enforcement to ensure long-term and sustainable waste management practices.

Keyword: Environmental Communication, Market Traders, Radio Campaigns, Perception and Attitude, Waste Management

Introduction

Waste management remains a pressing environmental challenge in Nigeria, particularly in urban centres where improper disposal is widespread (Adewumi et al., 2020; Tewogbola, 2025). Market environments are especially affected, as traders generate substantial volumes of refuse daily and play a central role in both waste production and potential adoption of proper disposal practices (Olowu & Taiwo, 2019).

Despite government and NGO efforts, often through radio campaigns and advertisements, uptake of these messages among traders remains limited (Eze et al., 2021), with poorly managed waste posing significant health and environmental risks to traders, consumers, and surrounding communities.

Globally, waste is a persistent societal problem due to the illnesses arising from indiscriminate dumping and inadequate management (Adeosun & Afonja, 2023). In

many developing countries across Asia and Latin America, municipal solid waste and e-waste are still commonly disposed of through open dumping and open burning, with limited recycling and weak regulation (Andeobu et al., 2023; Ferronato & Torretta, 2019; Mor & Ravindra, 2023). In the case of India, only about one-fifth of municipal solid waste is adequately managed, while the rest is largely dumped in unhygienic landfills or low-lying areas, contributing to groundwater contamination, greenhouse-gas emissions and fire hazards (Mor & Ravindra, 2023). Similar patterns of informal, hazardous dumping and recycling of electronic waste have been documented in China, Brazil, Mexico, Pakistan and other major generators, where acid leaching, open burning and primitive recovery methods expose workers and nearby communities to toxic pollutants and injuries (Andeobu et al., 2023; Yang et al., 2017).

Across Africa, rapid urbanisation and population growth have increased solid waste generation without commensurate investments in collection, treatment and disposal, resulting in less than 30 percent of urban waste being properly managed in many settings (Ziraba et al., 2016; Zhang et al., 2024). Countries such as Ghana, Tanzania, Guinea and Morocco report widespread open dumping, uncontrolled burning and poorly engineered landfills that contaminate water resources, degrade land and create breeding grounds for disease vectors (Aroge et al., 2025; Kubanza & Simatele, 2019; Zhang et al., 2024). In South Africa, Johannesburg's experience shows how institutional weaknesses and limited community participation in waste services translate into environmental degradation and reduced economic productivity (Kubanza & Simatele, 2019).

Nigeria reflects many of these continental challenges. Studies from cities such as Ede and other urban centers document dominant practices of open burning, dumping in rivers and reliance on open dumpsites (Agbeni et al., 2025; Aroge et al., 2025). These practices are associated with higher rates of malaria, cholera, typhoid and diarrhea, as well as missed opportunities for recycling and resource recovery (Agbeni et al., 2025; Aroge et al., 2025). The situation in Nigeria is exacerbated by an underdeveloped and inefficient waste management system, marked by limited data, inadequate disposal sites, and insufficient waste containers (Tewogbola, 2025). Even where facilities exist, public attitudes, perceptions, and low environmental consciousness hinder effective utilisation (Mafara & Magami, 2019).

Communication through radio has emerged as a key tool for behaviour change, particularly among grassroots populations such as market traders (Linus et al., 2023). The affordability, accessibility, and vernacular programming of radio make it effective for promoting environmental education through jingles, drama, and talk shows, improving knowledge, attitudes, and practices when messages are consistent and audience-specific (Linus et al., 2023). In this way, radio campaigns play a pivotal role in shaping public attitudes toward waste management by raising awareness, building knowledge, and normalising responsible behaviours (Abdulrauf et al., 2025; Idris et al., 2016).

Research in Dar es Salaam, Tanzania highlights that radio, as the cheapest and most widely used medium, can increase awareness, positive attitudes and participation in domestic solid waste management across socio-economic groups (Kilagwa et al., 2020). Studies on Yobe

(Bappayo et al., 2018) and South-South Nigeria (Idamah, 2015) further show that radio programmes on solid waste management enlighten, educate and sensitise listeners on proper waste disposal, leading to measurable shifts away from illegal dumping towards more acceptable practices. Similar work in Ilorin indicates that regular sanitation programmes increase listeners' perception of personal responsibility and encourage participation in waste collection and cleanliness activities (Abdulrauf et al., 2025). Moreover, several Nigerian studies emphasise that where campaigns are irregular, brief, or poorly resourced, their impact on attitudes and behaviour is limited (Bappayo et al., 2018; Idamah, 2015; Nmere et al., 2020).

This underpins the use of radio campaigns by the Kwara State government for propagation of proper waste management practices. The campaign is a public health-driven initiative by the Kwara State Ministry of Environment (KME) and Kwara State Environmental Protection Agency (KWEPA) designed to keep the state clean and protect residents from disease by preventing the contamination of the food chain through improper waste disposal (KME & KWEPA staff, personal communication, September 9, 2025). It combines education about the consequences of mismanaging waste and the legal penalties for violations with practical support such as free Roro bins and visible enforcement, aiming not just to raise awareness but to actively change disposal behaviour (KME & KWEPA staff, personal communication, September 9, 2025). Yet, the attitude of market traders in Ilorin towards the campaign and the factors that influence the attitude have not been ascertained.

While prior studies have examined residents and waste management practices as well as the role of radio campaign (Bappayo et al.,

2018; Ekoru et al., 2021; Kaze et al., 2024; Obayi et al., 2020), including in Ilorin (Abdulrauf et al., 2025), there is a dearth of study that investigate Ilorin market traders specifically, particularly the extent to which perception of radio campaigns predicts traders' attitudes when controlling for demographics and market location. Addressing this gap, this study explores how market traders in Ilorin perceive, interpret, and respond to government radio campaigns, offering insights to enhance culturally relevant communication strategies and strengthen grassroots environmental management. Accordingly, the study raised the following research questions:

Research Questions

1. What are the perceptions of market traders in Ilorin towards Kwara State Government radio campaign on waste management practices?
2. What are the attitudes of market traders in Ilorin towards Kwara State Government radio campaign on waste management practices?
3. What are the factors that motivate the attitude of market traders in Ilorin towards Kwara State Government radio campaign on waste management practices?
4. To what extent does perception of radio campaigns on waste management predict traders' overall attitudes towards the campaign, after controlling for trader demographics and market location?

Literature Review

Waste and Waste Management

Waste is commonly understood as unwanted or discarded material, yet contemporary scholarship positions it as a socio-environmental construct shaped by cultural, economic, and political forces (Gregson &

Alexander, 2017). Cultural force represents the norms about dirt and purity, economic force are the systems of consumption and value, while political force represents the decisions over whose environments and bodies bear the burdens of disposal (Thieme, 2020; Cornea et al., 2017; Rath & Swain, 2021). While traditionally defined as a material considered to have no further use (UNData, 2025), its meaning is fluid; within many African contexts, as perceived utility determines whether an item becomes waste or is repurposed (Anokye et al., 2024). In Nigerian markets, informal classifications are common, as traders distinguish between compostable, reusable, and resellable materials, influencing disposal practices (Ogwueleka & Naveen, 2021; Salami et al., 2018).

Waste management encompasses the processes of waste collection, transportation, treatment, recycling, and final disposal (Gbenga et al., 2023). These practices vary across contexts, as methods suitable for one setting may be ineffective in another. This is as high-tech collection systems or policies copied from the Global North can fail or even worsen pollution, health risks, and social inequities in contexts with different financial capacities, institutions, and social norms (Awino & Apitz, 2023; Abubakar et al., 2022; Zhang et al., 2024). Notably, high-income settings often rely on regulated source separation, recycling, and advanced treatment, whereas many low-income cities depend on informal collectors, open dumping, and uncontrolled burning (Awino & Apitz, 2023; Nguyen et al., 2023).

In Nigerian urban markets, persistent challenges, ranging from poor attitudes to infrastructural deficits, continue to undermine effective waste management (Ononuju et al., 2024). Consequently, understanding waste generation and

management dynamics remains crucial for promoting environmental sustainability and safeguarding public health.

Radio Campaigns and Waste Management Practices

Radio remains a central medium for mass communication, particularly in contexts where accessibility, affordability, and cultural relevance shape information consumption. As Idris *et al.* (2016) observed, radio content reaches wide and diverse audiences, including those in remote areas, and offers a cost-effective platform for sustained public sensitisation. Its flexibility also allows programmes to be adapted to local languages, cultural expressions, and community realities, thereby enhancing message acceptance and relatability (Eze et al., 2021). The interactive features of radio, such as call-ins, talk shows, and feedback segments, strengthen community engagement and provide opportunities for immediate clarification and dialogue.

Consequently, radio campaigns can influence waste management practices by raising awareness, shifting attitudes, and encouraging residents to adopt behaviors such as using bins, avoiding illegal dumping, and participating in recycling schemes (Bappayo et al., 2018). Where campaigns are regular, participatory, and context-specific, they can measurably reduce indiscriminate waste management practices and improve community responsibility for waste, while weak or irregular messaging is associated with poorer practices (Etim, 2024).

Empirical studies consistently show that radio campaigns can positively influence attitudes and behaviours relating to waste management practices. Ogunsile (2021) found that sensitisation campaigns in Ibadan improved public awareness and shaped favourable attitudes towards proper waste

management practices. Scholars such as Asemah *et al.* (2013) further highlight intimacy and credibility of radio which help reinforce campaign messages. Moreover, integrating indigenous languages, local narratives, and dramatised formats has been shown to enhance comprehension and emotional connection (Saawuan *et al.*, 2023).

Market Traders' Attitudes, Media Influence, and Waste Management Practices

Empirical studies consistently demonstrate that while awareness of environmental issues is relatively high among market traders, corresponding waste management behaviours often fall short. In Ibadan, Adebayo *et al.* (2020) surveyed 403 market traders and found that although over 70% possessed substantial environmental knowledge, their waste disposal practices did not align with this awareness. The authors attributed this gap to infrastructural and systemic limitations. Similarly, Addo's (2022) mixed-methods study of traders in Takoradi Market Circle of Ghana showed that positive attitudes and moderate knowledge did not translate into proper waste segregation due to inadequate waste facilities and poor collection systems.

The influence of radio as a strategic communication tool for environmental awareness has also been well documented. Gbenga *et al.* (2023) revealed that radio significantly shapes environmental behaviour among low-literacy groups, reinforcing its relevance for market-based campaigns. Evidence from Offa further supports this; Sanusi *et al.* (2023) observed that although residents regarded radio as effective for sanitation enlightenment, compliance levels remained low due to poverty, weak enforcement, and insufficient infrastructure.

Other empirical findings highlight persistent behavioural challenges despite high levels of awareness. In Nsukka, Ononuju *et al.* (2024) found that improper household waste disposal remained prevalent among 599 respondents. Likewise, Oladimeji *et al.*'s (2022) study of 380 traders in Ibadan markets reported high awareness driven by radio campaigns but poor compliance linked to irregular waste collection and inadequate facilities. Broader insights from the World Bank's What a Waste 2.0 report (Kaza *et al.*, 2018) indicate that low-income communities respond best to consistent, localised radio messaging complemented by structural support.

Additional evidence from South Africa shows that culturally attuned radio messaging predicts stronger waste management behaviour when paired with reliable infrastructure (Ganda & Borha, 2021). Collectively, these studies signal that awareness alone is insufficient; behavioural change among market traders depends on credible communication, community engagement, and supportive environmental systems, critical considerations for examining waste management attitudes in Ilorin.

Theoretical Framework

To guide the research, three theoretical frameworks were examined. The Theory of Planned Behaviour (Ajzen, 1991) emphasises the role of intention, shaped by attitudes, subjective norms, and perceived behavioural control, in predicting behaviour. This theory is particularly relevant for understanding the motivations behind market traders' actions in relation to environmental messages. The Perception Theory (Baran & Davis, 2015; Berelson & Steiner, 1964), on the other hand, explains how individuals selectively absorb and interpret information based on prior beliefs, social context, and experiences

factors highly relevant in evaluating responses to waste management messaging. Additionally, the Diffusion of Innovation Theory (Rogers, 2003) offers insights into how new ideas, like proper waste disposal behaviours, spread through populations and the roles played by early adopters, opinion leaders, and communication channels like radio.

Research Method

This study employs a descriptive research design to examine market traders' perceptions, attitudes, and motivating factors towards Kwara State Government's radio campaign on waste management practices. Descriptive designs are appropriate for systematically collecting and analysing data without manipulating variables, thereby enabling an accurate account of existing conditions (Creswell & Creswell, 2018). Within this framework, the survey method was employed, allowing for the standardised measurement of attitudes, perceptions, and behavioural tendencies among a large and geographically dispersed population of traders (Babbie, 2010). The target population only comprised traders who have listened to the campaign and operate across five major markets in Ilorin: Kulende, Ipata, Baboko, Ago, and Mandate. These markets were randomly selected from major structured markets in Ilorin metropolis and represent the local government configuration of the city (Kulende (Ilorin South), Ipata (Ilorin East), Baboko (Ilorin West), Ago (Ilorin West), and Mandate (Ilorin West)]. Due to the absence of reliable population figures; the trader population was treated as infinite. Following this, Bernoulli-based sample size formula for infinite populations was applied and the widely accepted result that $n \approx 384$ was rounded to 400 as often done (Majdina et al., 2024; Stamatopoulos, 2019). Quota sampling technique was adopted to ensure that each

market was represented by 80 randomly selected respondents.

Furthermore, data were collected using a self-designed structured questionnaire comprising four sections: demographics, perception of the radio campaign, attitude towards the campaign, and factors influencing that attitude. The questionnaire featured closed-ended and Likert-scale items to facilitate quantitative analysis. To ensure instrument validity, experts reviewed the questionnaire for content alignment, while a pilot test involving 40 traders helped refine ambiguous or unclear items. Reliability was assessed using Cronbach's Alpha, with all constructs achieving acceptable coefficients above the 0.70 threshold (Creswell & Creswell, 2018), indicating strong internal consistency. After collection, data were analysed using descriptive statistics (frequency distributions and percentage) to summarise respondent characteristics, and inferential statistics (multiple regression), to examine the predictive influence of campaign perception and demographic on traders' attitude towards the campaign.

Results

Analysis of the demographic data of the 400 respondents provide a clear picture of the traders who participated in the study. Women constituted the overwhelming majority of respondents (83.3%), reflecting the long-established dominance of women in market trading in most parts of Nigeria. In terms of age, most traders were middle-aged or older, with those aged 46–55 forming the largest group (40.3%). Only a small proportion of respondents were below 35 years, indicating that younger individuals are less engaged in traditional trading activities. Meanwhile, educational attainment varied widely. While 41.0% had completed secondary school and 25.0% had primary education, nearly one-fifth (19.5%) had no formal schooling. A

smaller segment (14.5%) possessed tertiary qualifications. This mix of literacy levels has implications for how easily traders can process and interpret public communication such as radio campaigns. Nevertheless, business experience was generally extensive. A combined 81.3% had been trading for more than six years, with 38.3% having over a decade of experience. Only a very small fraction were newcomers to trading in the selected markets. Such long-term involvement may influence their attitudes towards adopting new waste management practices.

RQ1. What is the perception of market traders in Ilorin towards Kwara State Government radio campaign on waste management practices?

The findings show that market traders in Ilorin generally held a positive perception of the Kwara State Government’s radio campaign on waste management. The overall

mean score of 3.69 (SD = .523), representing an index of 92.3%, indicates broad approval of the campaign. Message clarity received one of the strongest ratings (M = 3.80, SD = .448, 95.0%), suggesting that traders found the broadcasts easy to understand and consistent. The perceived relevance of the campaign was equally high (M = 3.80, SD = .506, 95.0%), reflecting a sense that the messages spoke directly to the waste-related issues traders encounter in their daily activities. Respondents also acknowledged the government’s sincerity, with a mean of 3.63 (SD = .582, 90.8%). However, the wider variation here hints that a minority remained cautious about government intentions. The only comparatively lower rating concerned the perceived usefulness of the information provided (M = 3.53, SD = .556, 88.3%). Although still positive, this suggests that some traders felt the campaign could have offered more practical guidance on proper waste disposal.

Table 1: Perception of market traders in Ilorin towards Kwara State Government radio campaign on waste management

Items	Level of Agreement *(%)				M	SD	Overall %
	1	2	3	4			
Messages are clear and understandable	0.5	0.5	17.5	81.5	3.80	.448	95.0
Campaign provides useful information	0.5	1.5	42.0	56.0	3.53	.556	88.3
Message content is relevant to my daily waste challenges	1.0	1.8	13.5	83.8	3.80	.506	95.0
Government is sincere in its waste management efforts	1.3	1.5	30.3	67.0	3.63	.582	90.8
Total					3.69	.523	92.3

*Scale: 1 = Strongly Disagree (1-25%), 2 = Disagree (26-50%), 3 = Agree(51-75%), 4 = Strongly Agree (76-100%)

RQ2. What is the attitudes of market traders in Ilorin towards Kwara State Government radio campaign on waste management practices?

The attitudes of market traders towards the Kwara State Government’s radio campaign on waste management was overwhelmingly positive (M = 3.67, SD = .520). Respondents strongly agreed that the campaign influenced their attitude in terms of waste disposal practices (M = 3.76, SD = .464), suggesting that the campaign messages can translate into tangible changes in daily habits. A similarly high level of agreement was recorded for the feeling of personal responsibility toward keeping the environment clean (M = 3.53, SD

= .520), although the slightly higher standard deviation indicates more variability in responses compared to other items. Importantly, the perception that the radio campaign encouraged them to take waste management seriously attracted the highest mean score (M = 3.79, SD = .481), with over 80% of traders strongly agreeing, signifying the campaign’s effectiveness in shaping waste-conscious attitudes. Moreover, willingness to participate in government-led sanitation efforts was also high (M = 3.59, SD = .626), though the relatively higher standard deviation here points to some divergence in the depth of potential commitment among traders despite overall positive disposition.

Table 2: Attitude to Government Radio Campaign on Waste Management Practices

Items	Level of Agreement *(%)				M	SD	Overall I %
	1	2	3	4			
I am now more careful with how I dispose of waste	0.5	0.0	23.0	76.5	3.76	.464	94.0
I feel responsible for keeping my environment clean	0.0	1.0	45.3	53.8	3.53	.520	88.3
The radio campaign has encouraged me to take waste management seriously	0.8	1.0	16.8	81.5	3.79	.481	94.8
I am willing to participate in government-led sanitation efforts	2.0	1.5	31.8	64.8	3.59	.626	89.8
Total					3.67	0.52	91.7

*Scale: 1 = Strongly Disagree (1-25%), 2 = Disagree (26-50%), 3 = Agree(51-75%), 4 = Strongly Agree (76-100%)

RQ3. What are the factors that motivate the attitude of market traders in Ilorin

towards Kwara State Government radio campaign on waste management practices?

Notably, structural and environmental constraints played only a minor role in shaping traders' attitudes towards the state government's radio campaign. In contrast, personal beliefs ($M = 3.44$, $SD = .657$) and the campaign communicative factor ($M = 3.42$, $SD = .671$) emerged as stronger motivators. Source credibility also stood out

as a powerful factor as traders reported taking messages more seriously when delivered by government officials ($M = 3.65$, $SD = .656$), environmental experts ($M = 3.51$, $SD = .675$), market leaders ($M = 3.69$, $SD = .542$), or fellow traders ($M = 3.65$, $SD = .627$). This indicates the combined weight of authority and peer endorsement in shaping attitudes towards the campaign.

Table 4.5 Factors that motivate Ilorin market traders' attitude towards Kwara State Government radio campaign on waste management practices

Items	Level of Agreement *(%)				M	SD	Overall %
	SD	D	A	SA			
There are no dustbins nearby to dispose of my waste properly	72.3	19.3	3.8	4.8	1.41	.777	35.3
Waste collection in my area is irregular.	48.5	43.3	3.8	4.5	1.64	.759	41.0
I lack adequate information on proper waste management practices.	62.3	29.8	4.5	3.5	1.49	.743	37.3
There are no penalties for improper waste disposal in my community.	64.0	27.8	2.0	6.3	1.51	.816	37.8
My personal beliefs influence how I manage waste	2.8	1.0	46.0	50.2	3.44	.657	86.0
Campaigns on radio influence how I dispose of my waste	3.0	1.3	46.3	49.5	3.42	.671	85.5
I trust waste management messages more when they are delivered by environmental experts or professionals.	2.5	2.5	23.0	72.0	3.65	.656	91.3
I pay more attention to waste management messages delivered by market leaders or respected elders in the market.	2.8	2.0	36.8	58.5	3.51	.675	87.8
I pay more attention to waste management messages delivered on radio.	1.0	1.0	25.8	72.3	3.69	.542	92.3
I am more likely to follow waste advice if it comes from fellow traders or people I interact with daily.	2.8	3.3	35.5	58.5	3.50	.694	87.5
The source of the waste management message matters to me before I decide to change how I handle my waste	2.3	1.5	25.3	71.0	3.65	.627	91.3
I trust waste management messages more when they are delivered by environmental experts or professionals.	0.5	3.0	32.5	64.0	3.60	.575	90.0
Total					2.88	0.68	71.9

*Scale: 1 = Strongly Disagree (1-25%), 2 = Disagree (26-50%), 3 = Agree(51-75%), 4 = Strongly Agree (76-100%)

RQ4. To what extent does perception of radio campaigns on waste management predict traders' overall attitudes towards the campaign, after controlling for trader demographics and market location?

The regression analysis for RQ4 reveals that traders' perception of the Kwara State Government's radio campaigns is a strong and significant predictor of their overall attitude towards the waste-management campaign. In the first model, perception alone explains 30% of the variance in attitude ($R^2 = .300$), with a substantial positive effect ($\beta = .547$, $p < .001$). When demographic variables and market location are introduced in the second model, the explanatory power increases only slightly to 31.3% ($R^2 = .313$), and the change is not statistically significant ($p = .174$). This indicates that perception remains the dominant predictor, with its

effect only marginally reduced ($\beta = .530$, $p < .001$).

Of the control variables, only years in business significantly predicts attitude ($\beta = .134$, $p = .011$), implying that more experienced traders tend to express more favourable views. Gender, age, education, and market location contribute little to explaining traders' attitude to the campaign. Notably, a Durbin–Watson statistic of 2.157 also indicates that the residuals are free from problematic autocorrelation, supporting the reliability of the model.

Table 4: Result of the impact of perception of Kwara State Government radio campaigns on waste management on traders' overall attitude towards the campaign, while controlling for trader demographics (age, gender, education, year in business) and market location.

Models	Independent Variables	B	(SE)	β	t	p
1	Constant	6.099	.452	-	13.485	.000
	Perception	.488	.037	.547	13.046	.000
2	Constant	5.741	.558	-	10.292	.000
	Perception	.472	.039	.530	12.205	.000
	Gender	-.024	.121	-.008	-.197	.844
	Age	-.050	.056	-.049	-.887	.376
	Level of Education	.016	.052	.015	.307	.759
	Years in business	.191	.074	.134	2.570	.011
	Market Location	.038	.032	.051	1.197	.232

Model 1: $F(1,398) = 170.197$; $R^2 = .300$, $p = .001$

Model 2: $F(5,393) = 23.199$, $\Delta F = 1.549$; $R^2 = .313$, $\Delta R^2 = .014$, $p = .174$

Discussion of Findings

The findings of this study show that market traders in Ilorin hold broadly positive

orientations towards the Kwara State Government's radio campaign on waste management. Traders perceived the campaign messages as clear, relevant, and directly applicable to their daily experience of handling waste in crowded market environments. This favourable perception aligns with previous studies arguing that radio messages framed in accessible and context-specific language tend to resonate strongly with grassroots audiences (Akuiyibo et al., 2022). Consistent with Perception Theory, the traders appeared to engage more readily with messages that reflected their lived realities, suggesting that the campaign successfully reduced perceptual barriers by using simple, relatable content.

These positive perceptions translated into equally positive attitudes. Many traders reported greater personal responsibility for cleanliness and an increased willingness to follow proper waste disposal practices. This reflects propositions of the Theory of Planned Behaviour, which posits that favourable attitudes and heightened responsibility contribute to stronger behavioural intentions (Ajzen, 1991). In this case, the campaign did more than improve awareness; it stimulated attitudinal and behavioural shifts supportive of sustainable sanitation practices.

The study further reveals that personal beliefs, peer influence, and the credibility of message sources are more decisive in shaping traders' attitudes than infrastructural constraints such as insufficient bins or irregular collection. Traders were particularly responsive to messages delivered by authoritative or trusted figures, government

officials, environmental experts, market leaders, and fellow traders. This finding echoes earlier work highlighting the centrality of source credibility and opinion leadership in behavioural change (Oladimeji, Akinola, & Salawu, 2022), and it aligns with Diffusion of Innovations theory, which emphasises the role of respected actors in accelerating adoption of new practices.

Conclusion

Thus, this study concludes that the Kwara State Government's radio campaign on waste management was largely effective in shaping traders' perceptions, attitudes, and willingness to adopt proper waste disposal practices. The campaign's clarity, cultural relevance, and credible messengers played central roles in strengthening positive orientations, while personal beliefs and social influence were more decisive than infrastructural limitations in motivating compliance. This indicates the importance of communicative strategies that reflect local realities and leverage trusted voices within community structures. Based on the findings, the study recommends that the government sustain and expand the radio campaign while strengthening its cultural and linguistic tailoring to further deepen message resonance. Greater involvement of market leaders, environmental experts, and peer influencers should also be encouraged to reinforce behavioural norms. Likewise, improvements in waste infrastructure and consistent enforcement mechanisms will also enhance campaign impact, ensuring that communication efforts translate into long-term, sustainable waste management practices.

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