

**RADIO LISTENERSHIP AMONG WOMEN IN KIPKELION WEST SUB-COUNTY,
KERICHO COUNTY**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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DECLARATION

I declare that this research project is my original work and has never been submitted for examination in any other learning institution for examination purposes.

Sign.....

Date.....

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This research project has been submitted for examination with my approval as the university supervisor.

Sign.....

Date.....

DR. HEZRON MOGAMBI

DEDICATION

I dedicate this project to my parents and siblings.

ACKNOWLEDGEMENTS

I appreciate my supervisor, Dr. Hezron Mogambi, for his objective guidance. I also acknowledge my loveliest dad and mum, Mr. & Mrs. Koech, yes they are not only my parents but also my mentors and my support system, my brothers (Kipkorir & Kiprop) and sisters (Chepngeno & Chepkemoi) they have been such an encouragement both spiritually, physically and financially, and to my niece and nephews as they grow up may my hard work inspire them.

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ACRONYMS AND ABBREVIATIONS

FGD	Focus Group Discussion
FM	Frequency Modulation
IBGE	Instituto Brasileiro de Geografia e Estatística
KBC	Kenya Broadcasting Corporation
KNBS	Kenya National Bureau of Statistics
TV	Television
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Population Fund
US	United States

ABSTRACT

The study sought to find out radio listenership among women in Kipkelion West Sub-county, to establish the choice of radio programs and stations that interests the women, to assess the preference of radio to other mass communication media among women and to find out the gratifications women seek to satisfy from listening to radio programs. The research was based on the theory of the uses and gratification which is concerned with what people do with the media rather than what media does to the people. The study adopted the descriptive survey research design and it used qualitative and quantitative methodology. Multi stage random sampling was used to select population of the study from the four wards. Convenience sampling was used to select 100 women who were involved in the study. A self-administered questionnaire and focus group discussions were used to collect data from the women. Quantitative data was analyzed using SPSS to generate quantitative reports through tabulations, percentages, and measures of central tendency. The data was presented in form of frequency distribution tables. Qualitative data was analyzed through content analysis. The data was presented in prose form. The study found that majority of the respondents indicated that they had radios in their households and they listen to it. The study also found out that Majority of the women listened to radio mostly in the evening and morning hours. Changei Fm was the most preferred radio station. News and agricultural programs were the most preferred programs. Finally the study found out that women listened to radio to be informed and entertained. This study concludes that radio is a very common communication channel among women and thus it should be well utilized by development practitioners. The study recommends that Radio programmers should schedule important programs or messages in the evening and early morning when listenership is high. Radio programs should be produced in an edutainment format and to enhance listenership of radio in this region it is necessary that the government enhances infrastructure such as electricity.

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter highlights the background of the study, the problem statement, the research objectives and questions. It also highlights the justification of the study as well as its significance. The scope and limitation of the study is also looked into and finally, it explains the operational terms of the study that has been used in the study.

1.2 Background of the Study

Radio has been defined as a medium of communication which allows for transmission of spoken words, music and other signals through waves to areas within its broadcasting radius. The waves enable the transmission of communication signals that send information in form of radio messages which create a visual effect in the mind of the listener (Emma, 2007). Ottah (2015) notes that radio creates a form of intimacy between the listener and the presenter and this is because of the emergence of technology such as phones, facebook, twitter which has enabled radio to be two-way communication unlike in the past when it was one way (Odero & Kamweru, 2000).

Radio communication has continued to gain momentum globally. According to the World Fact Book (2010), more than 44,000 radio stations exist and operate worldwide. This assertion is supported by UNESCO Institute for Statistics (2011) who indicated that radio accounts for 86% of the total listenership time globally. The institute further found that the radio listenership is eight times that of TVs in the global arena (UNESCO Institute for Statistics (UIS, 2011). 25 out of 51 countries (49%) have radio channels available on a combined platform, while 13% are available on cable only and 8% on satellite only (UIS, 2011).

In the rural Philippines, radio has been indicated to be the most dependable medium in the distribution of news or surveillance, informing and entertaining the people. This has been attributed to the mountainous nature of the country which creates a challenge as mountains often blocked TV signals. However, radio is listened by 85% compared to less than 60% households that listen to the TV (Info said, 2012). In 2009 radio was used in Brazil by 88% of households, 80% cars and 36% of mobile phones (Brazilian Institute of

Geography and Statistics (IBGE, 2010). This is the same case in Russia where the use of radio has been on an upward trend with the average daily audience rising by 4% (37.7 million to 39.2 million) since 2008 (Deloitte, 2016).

In developing countries like those in Africa more than 75% of households have access to a radio (UNESCO, 2012). According to Costa (2012), the use of local radio in the rural areas between 2000 and 2006 grew by 360% on average. In rural Zambia, the access to radio stands at 68% compared to 83% in Tanzania with the radio providing news and any other information to the rural population (UNESCO, 2012).

Radio listenership has also increased due to the invention of many gadgets that has features installed in them for receiving radio and this has been made possible with the new technologies. According to (Bittner 1977) radio listeners are not restricted to listening to radio through the sets but some use their mobile phones, some cars also have radio installations, ipads, ipods, mp3 players and radio internet among the others, the availability of radio in different platform has made it to be more accessible. Advancement in technology has resulted in the invention of several devices equipped with radio receiving features. No longer do people listen to the radio through rediffusion boxes or immobile radio sets. The invention of miniature devices equipped with radio components has given radio vast mobility, making it the predominant news source for on-the-go population (Bittner and Bittner 1977).

A survey study on media usage habits in Ghana done by audience scapes in 2009 found that most Ghanaians were able to access radio and they mostly listened to it for information and also as their main source of current affairs, the findings indicated that over 90% of the respondents listened to radio on a daily basis, most people trusted radio broadcasts showing that radio was the more preferred channel for disseminating information by development practitioners. Some of the respondents said they listened more to FM stations regularly than AM because they mostly use their mobile phones and this shows the impact of technology which has now replaced analogue.

A similar survey was also conducted in Uganda by audience scapes in the year 2007 and the findings indicated that radio most dominant channel among the Ugandans. The researcher also found out that some listeners used traditional radio sets while others utilized new technologies such as mobile phones, car stereo, tablet computer, satellite receiver, internet radio among others. The findings also showed that about 72% of people

in the rural areas owned radio and listened to it daily while over 90% listened to radio on a weekly basis, those who did not have radio indicated that they listened to radio from their neighbours, friends or in public places such as hotels while relaxing. The study also indicated that even with the emergence of television in most households radio was still the dominant communication channel among most people.

An ethnographic research on the radio listening habits among rural audiences in Kieni West Division of Central Kenya by Gathigi (2009) indicated that radio was the most accessible channel among Kieni west residents and vernacular radio stations had a majority of listeners, the researcher also noted that the most sought gratification on radio was information on agriculture and health, most respondents said they loved listening to agricultural programs and this could be attributed to the fact that the main economic activity in Kieni is agriculture. Other respondents said they listened to radio for companionships, entertainment among others. The study showed that the liberalization of airwaves that led to coming up of many radio stations has also led to a variety of programs for listeners, thus this has led to competition in the radio station as each of the radio tries to come up with programs that will not only attract a higher listenership but also that will lead to the sustainability of the same, the researcher also argued that most respondents preferred vernacular radio stations because they gave them a feeling of belonging since most of the stations had programs that addressed the needs of the local people.

A survey done in the year 2012 by the South African Advertising Research Foundation (SAARF) on radio listening habits of South Africans, indicated that 90% of the South Africans listened to radio on a daily basis while 70% listened to radio mostly on weekends, the researchers found out that most listeners preferred community radio stations, the study showed that the listeners maintained consistency in their listening habits.

In Kenya radio commands a significant level of listenership among the Kenyan population (Mzungu, 2013). Ipsos (2008) revealed that about 16.7 million Kenyans listen to radio (12.4% in rural and 4.4 % in urban areas). This is because it's cheap and accessible to a significant number of the Kenyan population which makes it not lose its listenership especially in rural Kenya. In the rural areas, 9 out of every 10 people in Kenya listen to the radio on a weekly basis (Mzungu, 2013). This however differs amongst gender with men listening to Radio more compared to women. This has been

attributed to the programming in the radios which involves more men issues compared to those affecting women (Sakwa, 2012).

Radio communication in Kenya has been found to inform and educate the rural population especially those in the rural areas on issues that affect them as a society and a people (Odero & Kamweru, 2010). These may include business, current affairs, health, agriculture, and politics among other issues. Remote areas like Kipkelion have seen a proliferation of radio station which has increased radio usage in such sub-counties areas (Mzungu, 2013). There is low literacy in such areas especially amongst women which has created a challenge in the usage of TV which mainly use English or Kiswahili in broadcasting. It is crucial to have an audience analysis of usage of radio because this will ensure that the target audience needs are met by studying how, when and why radio is mostly utilized as this will inform radio programmers in scheduling of their programs and producers in coming up with content that audience are seeking most. Thus, this paper seeks to establish radio listenership among women in Kipkelion West Sub-County, Kericho County, Kenya.

1.3 Statement of the Problem

Radio broadcasting has grown greatly in Kenya. Currently, there is no province in Kenya that does not have a radio station (Oder & Kamweru, 2010). The pluralization of the airwaves has further increased the number of the radio stations in the country especially with the establishment of vernacular radio stations (Mogambi, 2011). In Kipkelion West sub-county, various broadcast signals from many radio station can be received these includes: Kass Fm; Changei Fm, Kitwek Fm, RadioInjili, KBC Radio Taifa, Citizen Radio among others. The fact that radio is the most popular channel in rural areas does not mean that people always listen to it in the same pattern but audiences listen to radio for different purposes and in different ways (Nivedha 2014). This means that that people will prefer one station to the other or a certain radio program to others. In addition, there are various factors that influence how, when, and why individuals listen to radio broadcasts or attend to mass media generally. Being a popular communication channel, there is therefore the need to establish the listening pattern of radio, its usage and how it benefits the women with special focus being on its access, frequency of listenership, time of listenership, preferred Radio stations, programs and its perceived benefits among these women. This is because the effectiveness of radio can only be judged by its users on how, why and when they use it. The lack of adequate studies on this subject matter is the

research problem which the researcher sought to address by studying radio listenership among women in Kipkelion West.

1.4 Objectives of the Study

The study's overall objective was to establish radio listenership among women in Kipkelion west sub-county, Kericho County.

1.5 Specific Objectives

The specific objectives guiding the study were;

- i. To establish the choice of radio programs and stations that interests women in Kipkelion West sub-county.
- ii. To assess the preference of radio to other mass communication media among women in Kipkelion West sub-county.
- iii. To find out the gratifications women in Kipkelion West sub-county derive from listening to radio programs.

1.6 Research Questions

To be able to achieve the study's objectives, the following questions were asked;

- i. What types of radio programs interests the women in Kipkelion sub-county
- ii. What are the preferences of radio to other mass communication media among women in Kipkelion West Sub-county?
- iii. What gratification do women in Kipkelion West Sub-county derive from listening to radio?

1.7 Justification of the study

Radio can be a very powerful tool in assisting in development process of countries. Its effectiveness depends not only on its intrinsic qualities but on how its contents are packaged and the way in which the channel is utilized. This means that radio audience listenership and usage is crucial in informing radio programming. The audience should be given what they want and not what is available. The producers of radio messages will only satisfy the listeners' needs if they understand audience motives. The researcher

therefore sought to find out the listenership pattern and usage of radio among women in Kipkelion West.

1.8 Significance of the study

Radio producers and programmers may benefit from the study in their production and programming that is packaging and timing of the programs and scheduling of the same in order to satisfy the needs of the audience.

This research intends to contribute to African media scholarship by adding more content on the existing literature on radio listening habits.

The findings of the study are expected to form a basis of further research on the topic by identification of gaps.

The study may help in using radio effectively to pass more development messages by Radio producers designing appropriate and meaningful programs for greater impact on the part of women listeners.

The findings may be useful to the policy makers like Communication Authority of Kenya and stakeholders to come up with relevant policies on how radio can be used more to empower rural women.

1.9 Scope and Limitation

The study focused on investigating radio listening habits among rural women in Kipkelion West Sub County only. It did not investigate any other segments of the same population as men or youth or concern itself with residents outside Kipkelion West. The study was also limited to investigation period between May 2017 and July 2017 only. This study was limited to Kipkelion West sub-county only and did not include other areas of Kericho County.

1.10 Operational Definition of Terms

Radio-it refers to the channel that is used to transmit sound waves.

Woman-A female adult aged 25 years and above

Radio programming-This refers to the scheduling of day to day Radio programmes that guides broadcasting.

Gratification- This refers to the satisfaction of any need being met.

Uses-It refers to the person's selection of a particular communication channel to perform a certain function. Therefore "Radio Uses" refers to the reasons the women report for using radio

Radio program-This is a segment of content intended for broadcast on radio, it can be a recorded or a live production

Programming-it refers to the planning, packaging and designing of broadcast messages and allocated its broadcast time

Scheduling-it refers to listing out how broadcast programs will be aired after the other

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter deals with literature review on Radio listenership by reviewing contributions made by various scholarly publications, journals, texts and periodicals, a critical review is done to identify research gaps for the study. This chapter also reviews the uses and gratification theory which the study is anchored on.

2.2 Nature of Radio

Radio is one of the modes of communication. Traditionally, television and newspapers have been the main alternative forms of communication (Onabajo, 1999). However, the development in Information Technology has altered the landscape significantly given that social media and related forms of communication have emerged to play an essential role in communication. McKenzie (2006) argued that Radio is one of the most popular and widespread tools of communication in the rural areas where the majority of the population lives. This is because it is the most accessible and affordable mass media and it can disseminate important information to rural audiences through it they get entertained, receive the latest news and enjoy listening to various programs. Sakwa (2012) says that radio has a wide coverage with a higher persuasion and influence compared to other media of communication. These studies help to show that radio can be used in educating society on various issues important issues like health, development, and family.

The dynamic nature of radio ensures its relevance in the competition with other forms of media communication. It has faced competition but has found its way out. The dynamic nature of radio has been facilitated by internet which has made content local, available and accessible. The internet has offered opportunities for growth through its audio content to radio users. This reflects the ideas proposed possibilities of the internet proposed in the 1990. People who listen to the radio today enjoy the efficiency of the internet and radio content without need for aerial. Marketing professional have found internet radio profitable.

Kuewumi (2009) observed that radio was a companion to listeners because it advocates or appeals to them individually apart from reaching many people simultaneously. The

position is supported by the fact that some radio programs discuss matters that affect listeners either directly or indirectly. Radio is interactive in nature. The radio gives feedback to the listener on communication made through Face book, texts, calls, twitter, Instagram, email alongside other channels of mass communication. This enables communication flow among members of public keeping them in touch (McLeish, 2005).

2.3 Radio Listenership

Radio listenership is adequate perception on information from the radio (Oyelade, 2006). This allows reception of information by the audience. Radio listening increases moral and intellectual knowledge in students. Majority of radio audience need others to hear their voice but poor in listening. They spend more time criticizing other people's views either mentally or indirectly than listening to what is being said (Sekouri, 2013). Careful listeners obtain, interpret and analyze information while at the same time developing relationships with the presenters/listeners

Korzenny (2011) says that people all over the globe listen to radio for information and entertainment. Radio has become like a routine for most people who interact with the presenters and other listeners to discuss issues that may affect them in their day to day lives. Paul (2012) indicated that most households in the US (42%) use radio to access information despite the decline in regular radio listenership in the country. It was further indicated that majority of the Americans (53%) listened to radio via the computer or mobile phones showing that technological advancement has created better avenues and chances to listen to radio.

Edwardson (2008) reported that radio listening was popular in Canada during the Second World War because the country was fighting and people wanted to hear news about the war. It was also popular during the great depression in the 1930's, which a time of great stress it was. During these times radio listening achieved the status of a universal household commodity.

Ismaila (2013) says that most of the members of the rural population listen to radio regularly with majority tuning to their preferred radio station and program for a long time compared to other stations. According to the Radio Advertising Bureau (2013), 99% of the people listen to the radio on their own while undertaking their routine chores.

Radio has promoted local content and raised awareness amongst community members on nurturing native knowledge. Radio has stimulated development in the rural areas by

providing information on starting a business and accessing loans through different programs relating to agriculture and self-help groups. Radio has also come up with programs that have improved morality in the rural areas while at the same time providing news to the rural people hence keeping them informed on the current issues. Health education programs on radio have raised public knowledge on health issues. This has led to community development.

In Kenya especially rural areas where there is more population than in urban areas it is worth noting that radio is the greatest channel for information dissemination (Simiyu2010), argued that Radio listenership is usually at its peak in Western and Nyanza counties due to the keen interest taken by women in the community to listen to their favorite programs. The findings of this study indicates that some of the women do carry their radio sets to the farms and they work as they listen to the programs, journalists cannot be delinked from the process of influencing content generation over the airwaves.(Eribo 2002) argues that this influence is shaping agenda setting role of radio and its outcome in the society is evident .There is a lot of evidence on the positive impact of radio however, there are still lingering pending issues over radio's developmental impact and some of the issues are questions about how it has ensured that women are well represented for example in achieving equal representation in parliament. The use of radio just like all ICTs is not gender balanced because of a patriarchal society.

According to (Myers, 2008), her research findings in her publication indicated ownership levels among adults in East Africa to be between 70%-95%, with Kenya being in the first position with 93% while Tanzania and Burundi with the least 68%. However in the African states such as in the Maghreb region in the North, the trends are different where TV viewership is in the lead being closely followed by radio. The same study indicated radio's daily usage at 69% to 91% in Africa with Kenya among the countries registering heavy listening weekly of radio being at 92% followed by TV. KARF audience surveys (Q4 2013) confirmed the above by indicating that daily listenership of radio is at 90%. The growth of radio has also been rapid compared to other mass media; according to CCK by the year 2007 there were more that 170 radio stations and 56 TV stations in Kenya.

Several factors have been found to negatively affect women listeners in rural areas, namely men's ownership (patriarchal society) and control of radio sets (lack of women empowerment), women's illiteracy among others (Myers, 2004). So, it must not be assumed that because radio is a relatively cheap and accessible technology, that special measures are not needed to ensure women's access to it. This includes scheduling with the female audience in mind. Therefore to solve this problem it was suggested that radio be distributed to women groups so they can listen in groups where they are more comfortable and also increase programming for the women audience. It was also suggested that women journalists should be given more opportunity to be able to work in media because various studies have shown that most media houses are more of being a patriarchal.

M. Myers, (2008), argues that in terms of reaching the rural poor, the problem is that, although people have access to a local community radio station and may listen to it frequently, they do not have access to the same diversity of stations as urbanites and their stations are often under-resourced thus the government should support the community radios to develop since they are locally located most people will highly associate themselves with it. This means that they can often lack access to a media channel that allows them to participate in public debates at the national level or society-wide level. The danger is clear, unless national broadcasting corporations have a commitment to reaching the whole country with independent, trusted, public service content, the rural poor and those oppressed will remain marginalized and their right to information and their right to a voice will continue to be infringed (Panos London, 2008). However with the emergence of community radio and also vernacular radio such challenges have been curbed

A study by (Ngechu 1992) indicates that most women do not own radios and those who have them in their homes it is mostly controlled by the male counterparts, about 75% of women do engage in small scale farming as compared to men and since they are effectively excluded from obtaining information from the male-dominated extension system because of cultural practices of the tribal system, women's current problem of access to information resources is wanting. On the strength of the information gathered in the feasibility study, the IDRC has now funded a major pilot study of the use of radio listening groups to improve farmer adoption of development information. Radio indeed was the most widely-used Information resource in the areas of rural Kenya, and therefore,

it holds promise for the channel of delivery of development information, it is worth noting that development occurs if the people are informed or are educated and this can only be achieved through communication. Moreover, because the radio is the primary information resource in a rural setting and with the challenge of lack of electricity most households put a priority on the purchase of batteries to keep their radios operational, however the emergence of mobile phones has helped to boost listenership of radio.

Most of the respondents when they were asked where they get advice on agricultural information, all of those interviewed, both men and women, stated that their most frequently-used information resource was advice from their neighbors. Indeed, of the respondents in the sample, none had ever had an extension officer visit their farm. The respondents also indicated that they listened to programs on radio which would give them advice and information on agricultural practices - if such information were broadcast, which they did not perceive to be at present. However, they also stated that their preferred way of listening to such programming, if given the opportunity, would be as participants in radio listening groups which included an extension advisor. They believed it important to have a means of giving their views to their radios, either by being able to have an expert to answer any question as they might have, or to communicate directly with the program producers, this shows that phone-in radio programs is very important since it gives the audience an opportunity to exchange their ideas and opinions, it is worth noting that radio has provided a public sphere to its audience.

(Kamal 2004) Radio programmers can encourage or set a foundation of listenership for women in the future by targeting programming at young rural girls so that as they mature to women they have already adapted to listening to radio. The findings of her study indicated that some women suggested that they wanted radio programming that will educate them on good upbringing of their children and also they also wanted the radio programs that will discourage early marriages, another common theme was that the women needed programs that educate them on their rights

2.4 Radio programming

Radio programs will attract large listenership from the audience if well produced, this will also depend on the content, format or style, and presentation, this means that radio producers and programmers should work simultaneously. Toepista (2014), on her study on impact of radio on agriculture argued that there is need to integrate extension services

with radio agriculture programming in order to effectively serve rural farming communities. It is very important for agriculture institutions and radio stations to form partnerships to overcome challenges that both sides experience. She also argued that Radio producers and stations need to find sustainable ways of packaging innovative programs; partnerships with agricultural institutions in producing programs would be more sustainable compared to donor funded programs and this will boost development in the country because agriculture is the main economic activity in Kenya.

The adoption of multiple programming formats in many radio stations in the world today together with the integration of other ICTs has created richer, more interesting and more interactive radio programs. A study by (MEAS case study 2014) shows that the inclusion of farmer's perspectives and their voices is particularly important, thus radio stations need to invest more in the participation of farmers in the programs if they are to be effective and sustain listenership as intended that is they should ensure that more often they invite experienced farmers to their talk shows to exchange their views with the fellow farmers. The researcher also recommends that station managers invest in agriculture programming and should consider building partnerships with organizations in the agricultural sector for both technical and financial support for sustainability. The findings of Toepista (2014) indicates that the production team that produces "*Mali Shambani*" an agricultural program that airs on KBC Radio Taifa said they try to ensure relevance of program content by seeking guidance from agriculture experts. They also involve agriculture officers when they are preparing the program schedule. This was initially done and facilitated by the program funders in meetings with content providers and later on the production team would liaise with the officers on phone. It is worth noting that radio programmers should also work closely with its audience when coming up with their schedule because this will help them reach more listenership. A research by (Media Council of Kenya, 2012). Indicates public participation in development projects has been made possible by airing of programs in local language that are encouraging such, thus vernacular radio stations should produce more informative programs using vernacular language. This will also help in supporting local talent and our heritage.

Radio has offered its listeners both active and passive programming. Passive listeners are those who listen to music purely for entertainment or relaxation purposes and active listeners are those who listen to talk based programs mostly to be informed (Denevan 2014) With the emergence of mobile phones such talks shows are more interactive

because those in the studio do usually engage their listeners by giving them an opportunity to call or text their opinions or views on the subject being discuss. The desire of any radio broadcaster, announcer, or owner, is the sustainability of their potential listeners that is how they can make their audience to tune in to that particular radio station on a more regular basis. This sustainability can be achieved by asking oneself whether your potential audience is listening to radio, time they listen to radio more, how are they listening, how often are they listening and why are they listening? This study or questions can guided by Herzog's uses and gratifications theory, which states that audience or people interact with particular media messages and use the media for different purposes, radio, or any other media, is actively chosen by its audience and is done so with certain motives that underline its consumption.

According to (Stafford & Stafford, 1996), audience do use a particular channel as a way to pass time, as a habit they have adopted, for companionship when feeling lonely, for excitement to feel happy, for relaxing after a hard day's work, as an escape or diversion, for entertainment, as a social interaction, for information, news or current affairs, and for specific content such as personal relationships. These can be categorised as personal wants or needs, and the uses and gratifications theory assumes that people have certain needs that can be satisfied by media or particular channel. If radio programmers understand these needs then they will be able to sustain their audience by scheduling content that will satisfy their listeners.

2.5 Radio Industry in Kenya

Radio industry in Kenya dates to 1927 when the British East African Company initiated it (Bourgalt, 1995) and used by the white settlers in the communication to the home country and the world. African Broadcasting service (ABC) was established in 1953. This communicated in local African languages to enhance communication between the families of African soldiers with the British in World War II. The main languages used under ABC were mainly Kamba, Nandi, Luo, Swahili, Luhya, and Arabic. Kenya Broadcasting Corporation (KBC) was introduced in 1961 by the government. The media industry was liberalized in 1990 allowing other broadcasters into the market (Gathigi, 2009).

According to Odhiambo (2012), radio has become very popular in Kenya and uses many languages. The multiple languages used in broadcasting in Kenya have increased the

number of listenership. The nation has experienced emergence of FM stations broadcasting in vernacular languages due to liberalization of the industry (Odhiambo, 2012). Use of FM diversified content in Kenya.

The radio sector has registered significant growth in the recent past. According to Sakwa (2012), there are more than 110 fm radio stations in Kenya. Despite the exponential growth in the sector, Kenya Broadcasting Corporation, the state-owned enterprise is the only one that enjoys national coverage. However, stations such as Radio Citizen continues to expand, and enjoys the largest followership/ audience nationally (Sakwa, 2012). Radio stations use either Swahili (KBC, Milele FM, and Radio Citizen) or vernacular languages like Kalenjin (Kass FM, Changei Fm) with few of them such as Capital FM and KISS FM relying on the English language. On the radio segment, the Royal Media service which runs several vernacular stations top the audience statistics as it is the most popular in the industry.

Radio uses different languages as it doesn't require literacy like printed and is cheap compared to television. Radio is fit for the rural areas where the population uses native languages and displays low levels of literacy (Orao, 2009). 67% of Kenyans are in rural areas where the people have low levels of literacy and low connectivity of electricity (less than 30%). Rural population use radio as the main source of information requiring cheap power. Low literacy levels (44%) make radio the best mass medium that speaks in mother tongue.

2.5.1 Radio and its role in national development

Radio can be used in many different ways to enable the development in the country and one of the main role is by agenda setting government projects for and also monitoring projects, for example informing people on how constituency development fund is being utilized, by doing this those in authority will become more responsible. Development journalists should therefore produce programs that are highlighting success stories of development because this will encourage more people to work harder since they will feel inspired. A lot of aid money in the recent years has been invested in radio to boost development, some non-governmental organizations have even funded the production of some programs. Myers (2008) in her article *Radio and Development in Africa* argues that the Gates Foundation currently has worldwide ICT support strategy worth approximately US\$101m for Digital platforms and devices, a huge amount of aid money has been invested in radio to boost digital frequencies in recent years.

According to (Mogambi 2016), several countries and also different regions, radio stations have promoted communities to participate in community work and also it creates an atmosphere for transparent and well utilization of resources by those in authority, even in challenging regulatory environments. Good governance and transparent leadership, more so in developing countries, are mostly collective processes which depend on the development of an engaged, focused, informed, and powerful civil society which is possible through communication. It is worth noting that the poor, oppressed, the illiterate and marginalized communities are able to engage themselves through the public sphere, this has been made possible by radio giving them space and this helps them to know their rights since they become enlightened. This helps the oppressed to know their rights since they become enlightened. Good practice demonstrates that support for radio includes the development of capacities in programming, credible local reporting of happenings, good management of the station, and resource mobilization especially in terms of finances. A needs assessment must be conducted by the organizations that that want to channel aid to support production of radio development programs in order to fully understand what the audience wants, this as per the report of the World Bank (2003). This needs assessment may help to clarify and also set a good foundation on boosting participatory planning and establishment of radio, especially community radio on how to enhance its production and programming .

Radio can also promote social responsibility, this means that by highlighting on the behaviors that people need to adopt. Development will only be successful if people in the society do live a very responsible life, so radio should fully utilize its agenda setting role to curb vices such as drug abuse, alcoholism, laziness, unplanned pregnancies, deforestation, improper use of natural resources, proper sanitation, and good family panning methods among others. It is therefore important for the stations to ensure that their daily schedule of programs has a lot of content that will encourage people to lead a proper way of life. Radio can also promote education: This is where the development journalist makes the audience understand how they will benefit from the adoption or use of a certain project, for example educating the women on family planning, good nutrition and importance of being empowered among others, as society will become developed if the people are literate and they know their rights. radio can play a great rile in national integration, it is worth noting that the pillars of development journalism are nation-building, creation of national consciousness, unity and encourage togetherness; this creates a peaceful co-existence between diverse communities and radio can play this

major role by promoting the culture of our heritage, development will be successful if people co-exist in unity with one another as this will also boost the economy of the country.

Radio can also boost development by highlighting human Interest stories, development stories needs to be very encouraging and also inspirational, therefore radio producers can give these stories impact by putting people in them because in the end, development is about changing lives for the better and that's what listeners relate to (Simiyu 2010). This means that by media highlighting a successful story it will influence another person to desire to be successful too.

Radio can play a great role of promoting social justice in the society (Myers 2008), she argues that radio as the common channel is very crucial in informing the rest of the world about important issues within developing nations. Also the government or those in authority will have to implement policies which are based on the common good of the people since radio acts as a watchdog to ensure that this is being done. These decisions may be highly unpopular but they have to be taken, and a hostile press can hold back government's progress while a supportive press can help the government push these policies ahead. A journalist reporting on development has the duty to report stories without being biased straight in the face of the common person, if a project has not turned out the way it is expected in order to benefit the citizens then they need to be informed, for instance if the funds allocated to a certain project were not well utilized, development journalists should ensure that they to keep the government on its toes. However, many political leaders at times tend to frustrate the works of these journalists by for instance not willing to give them vital information that they might be looking for, however it is ethical for development practioneers to see to it that they stick objective reporting.

Development programs in radio should always examine, evaluate and interpret the relevance of development plans, projects, policies, problems and issues. They should strive to ensure that they indicate the disparities between plans and actual accomplishments and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. Development news should mainly highlight to what the people need in order to improve the society, this usually varies from country to country or from region to region, but of great importance is

the primary needs, such as food, clothing, sanitary, housing, employment; secondary needs such as transportation, energy sources and electricity; Tertiary needs such as cultural diversity, recognition and dignity.

2.5.2 Radio and its role in promoting democracy

For democracy to thrive in any country, the involvement of ordinary citizens in the policy process is necessary. The prerequisite of this involvement is provision of information in order. However, provision of information was mainly limited to the urban areas where people can understand Kiswahili and English, the two languages used by mainstream media stations. Existence of mainstream media stations segregated most of the citizens especially those in the rural localities. This is because most of the citizens in these areas cannot comprehend the two languages used by the mainstream media. This limitation necessitated the need for other means to inform the people in the grassroots levels. This led to emergence of vernacular radio stations that broadcast in various local dialects. The vernacular radio stations have played a key role and have succeeded in informing and educating their listeners on different areas such as health, agriculture, and politics among others. According to (Deane, 2006), for democracy to thrive successfully in a country, it's a requirement that information on different issue are made available to people to help them make informed democratic choices and this is possible through communication.

In present day, regardless of the notion of the media being biased and subjective, it has succeeded in offering a suitable platform that enables the citizens to air their concerns and grievances. This has been boosted further by the emergence of various local language radio stations. The advantage of these stations is that they have the ability to serve a large scope including the people who can only communicate in vernacular. It plays a crucial role at the grass roots level for rural growth and development. For instance, it enlightens the masses on political, economic as well as social matters. The great popularity that has been gained by the vernacular radio stations and the significant role it plays has led to the countries to exercise their democratic rights. The provision of information and skills has gained popularity in the quest to empower communities with local language radio stations as a unique and effective tool. According to Chapman et al (2003) he argues that the growth of vernacular radio stations has been made possible by the major improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer. Kumar (2004) argued that

radio has been noted as the main platform for participatory communication and as a very relevant channel for economic and social development.

In pursuit for effective consolidation of democratic institutions in Africa, various social, political and economic challenges are faced (Adegboye, 2013). Kenya is among the countries faced by these challenges. It is of important to note that democracy cannot be successful if the citizens are kept out of the public circle. Effective media platforms are therefore important because they deliver the information the audience need for them to fully participate in public matters. The media highlights problems of those suffering from oppression because of poverty, gender, or ethnic or religious association. By giving these groups an avenue for expressing themselves in the media, their views and their complaints become part of mainstream public debate and hopefully leads to a social consensus that the prejudices against them have to be remedied. In this manner, the media also contribute to the reduction of social conflicts and to enhancing reconciliation among divergent social groups. It can also make reforms possible via the democratic process and in the end solidifying democratic institutions and enabling public participation, which are core tenets to democracy.

Democratization has been crucial to the development of the media in various ways, and the media have simultaneously been critical to the growth of democracy in modern Africa (Hyden and Okigbo, 2002). Larry Diamond (2000) argues that from the early 1990s, Africa has released new prospects for democratic development on the continent by constituting an integral part of the peoples' culture, which permitted everyone a sense of belonging, the recent years have seen an growing number of initiatives to disassemble, or at least lower the blocks to democratization, which characterize the present situation of socio-political changes where the evolving political opposition and the civil society groups increasingly used political and legal procedures to bring accountability and broaden democratic space in the government (Otieno, 1999; Githu, 2001, Munene, 2001). The development of new democratic and human rights, regimes affecting the media included the right to communicate and the right to culture (Hamelink 2003). In spite of these stated qualities on the media's contribution to the democracy debate, it has often been embroiled in public controversy for its inability to live up to many aspects of its role, according to the perception of many actors in the public sphere (Michele Hilmes (2004), argues that media have in various ways been accused of following the prejudices

of their wealthy owners and failing to inform the public sufficiently either via neglect or sensationalist practices.

According to (Githiora 2002), there are over 60 languages and dialects in Kenya. It is therefore a requirement for all people to be able to be well informed on topical issues that concern them so as to make informed democratic choices (Deane, 2006). Communication is the only way that will make the citizens to actively participate in public discussions on issues that concern them. Kenya has a three-tier broadcasting system that is comprised of public/state broadcasters, commercial broadcasters, and community radio. The multiple languages used in broadcasting affect the size of audience that broadcasters can possibly reach. The emergence of FM stations was revolutionary, in part because it marked the first signs of media freedom in broadcast media, FM broadcasting has also presented an opportunity for diversification of content in the plural Kenyan society.

Vernacular radio is the most popular mass CHANNEL to reach out to all Kenyans. Regardless of Swahili being the most extensively used language, its use in radio cannot fully serve all audiences adequately. Thus, this necessitated for extensive media coverage by use of local languages that could address varied local dynamics of the Kenyan population. Various vernacular FM stations have evolved leading to a more diversified radio sector that serves and appeals to a wide range of audiences. Vernacular stations have increased the variety of content available. As of December 2008, there were about 110 radio stations in the country. There has been a tremendous increase in local language radio stations in Kenya since 2002 and this is very good in promotion of culture. However, despite the growth and popularity of local language broadcasting these radio stations were accused for encouraging 2008 post elections violence in Kenya. The Waki and Kriegler reports indicated that local language radio stations played a role in post-election violence. So these stations should avoid sensational reporting and observe ethics of broadcast. Following much critics of various vernacular radio stations participating in ethnic incitement and conflicts, it raises the question of how realistic and effective they are in enlightening the masses and facilitating changes

2.6 Gratifications from radio

Herzog's (1944) in her study of radio serials noted that listeners usually look out for activities that gave certain satisfaction for identity, personal relationships, compensate for gaps or failures in life, and to seek advice about appropriate behavior. It is also worth noting that in its early days, radio was seen as a force for social advancement by connecting the rural with the urban areas (Hilmes, 1999). In rural areas radio was an important information source for a once isolated people. Before the introduction of radio, rural farm areas had minimal contact with the rest of society and farmers had to rely on local newspapers for information concerning weather, Radio played major function in the assimilation process for instance, *The Rise of the Goldbergs* made the Jewish immigrants get accustomed to their new American environment. It was also a source of entertainment for example the soap operas and also it kept the people informed on the current happenings. President's Research Committee on Social Trends in the year 1933 stated that Radio tends to promote social leveling in the society. Institutions used Radio to give instructions to the Negroes who were barred from entering universities, residents in the rural settings who had never seen places such as where operas were being acted from were able to have some imagination of how they looked like.

When the national broadcasters introduced radio and land grant schools in the 1920s it made information flow to be easy because farmers could tune into a station and get informed about tomorrow's weather and also know about the up to date prices of livestock and grains. Another study by Craig (2009) notes that rural people tuned into the favorite stations to hear music (mostly country music), religious preaching, and also educational and entertainment programs. Six years after the introduction of radio into rural areas, the USDA's Radio Service division collected personal testimonies from farmers and other rural citizens to discover how rural individuals were using radio. One farmer in Alabama wrote that radio brought the presence of the United States into their home, it kept the children home at night through the interesting bedtime stories, it provided spiritual nourishment through the religious services on Sunday, it also informed them on agricultural and housekeeping practices, they could hear and also identify with their favorite opera stars. From the uses and gratifications research, the respondents in the study were using radio for information seeking which it's been indicated by being informed on better farming practices, spiritual nourishment, listening to the President, relaxation and entertainment (listening to soap opera and music and other entertainment

program such as comedies, and companionship while resting and also bedtime stories for their kids at night)

Field and Lazarsfeld (1946), conducted a study to establish what type of people used radio mostly, what motivated them to use it and their perceptions and views. The findings of this study indicated that most radio listeners were more interested with being informed and educated, they argued that most people were concerned with obtaining general knowledge information such as on politics, religion among others, their study shows that other listeners were concerned with practical information such as homemaking and agricultural information. It is worth noting that, the gratification of seeking information is common on most studies on that uses and gratifications research on radio more than any other gratification being sought.

According to (Skuse 2002), she argued that the main force for identity management is radio. On her research she used *The Voice of Shari'at Radio* as her case study; this radio was utilized in Afghanistan to broadcast information that was relevant to its religious sect. Most listeners though suspicious of broadcasts due to the propagandist nature of their programs tuned into this station to satisfy personal identity since this station supported their religious, indigenous culture and conservatism. This study shows that the gratification sought for personal identity overrode gratification for information since most of the listeners never trusted the news of this station but it was still their favorite because it broadcasted Islamic doctrines and also most of the audience identified with such as health, religious doctrines, among others. Therefore as a way to show support to their ideological beliefs most listeners sought personal identity from this radio station. Radio in its early years sought to satisfy many needs such as information, entertainment, companionship, relaxation, surveillance, but in the world today most studied done on radio shows that radio is more of information channel and sometimes as a way to reinforce an identity.

In the current media environment where radio is abundantly available to individuals, the gratifications sought and obtained differs because of the emergence of other channels such as internet and television, a study by (Brown, Lauricella, Douai & Zaidi, 2012) argues that the uses and gratifications theory tries to answer the question of why do people listen to the radio? Different individuals do actively pursue certain forms of media in a purposeful and rational way that will fulfill their satisfaction for which they are after. This means that radio producers and programmers should be able to understand first why

the audience listen to a radio, why they are interested in a certain program and why listenership is high at a particular time.

The uses and gratifications theory has been linked to the perceived demise of radio; A study by (Ayyad, 2001) notes that radio is no longer satisfying its audience, thus making its listeners to seek these satisfaction elsewhere, like Internet. Users of media are aware of their needs and thus they select the most appropriate media to satisfy those needs. For instance if someone wants some local contents will the radio or the Internet satisfy this need? If the user wants entertainment, will he or she get it from radio, internet or any other source? This is a concern that traditional broadcasters are coping with, however the Internet broadcasters hope is that as audience migrate from traditional radio to Internet radio they may be forming new habits with Internet radio as they to use it for entertainment. If this habit's foundation is collaborated with the other gratifications, then it might lead to the demise of traditional radio.

However, according to (Sundar & Limperos 2013) they argue that there is a higher possibility that the satisfaction that is obtained from using new communication technologies such as the Internet, internet radio among others have not been fully documented. However,(Ruggiero, 2000) brings in another dimension on this matter a more realistic view of traditional radio vs. Internet radio through uses and gratifications is that it is individualistic, meaning that it is possible that different gratifications maybe satisfied by different media, thus making it quite impossible to rule out a single winner or loser in the media battle. It is worth noting that The Telecommunications Act of 1996 in combination with current music options, listening options, content options and availability options has adversely affected radio's future.

According to Onabajo (1999), radio is a cheap mode of communication in developing parts of the world such as Africa and Asia. In addition, radios are portable and easily accessible. Furthermore, radio messages are deemed credible among listeners (Sakwa, 2012). Moreover, radio highlights voices of famous artists and newsmakers, aspects that endear the communication mode to its listeners. The attractiveness of radio does not stop there. According to Sekouri (2013) radio presents shows and different forms of entertainment that enable followers to visualize despite the absence of visuals. Consequently, radio communication has the benefit of simultaneity. It is also noted that consumers of radio programs are not expected to put in much effort in a bid to understand the messages being conveyed.

According to Egbuchulam (2002), radio is a prominent tool of communication that facilitates the improvement of peoples' lives. The improvement is attainable through the bringing of news, entertainment and insight through various programs. Myers (2011) notes that despite the rapid growth and expansion of the Internet, radio retains advantage in communication, especially among the elderly and the youth. In particular, radio has the capacity to reach dispersed populations, and marginalized communities that lack access to technology-based communication tools. In addition, radio listeners relate to the communication tool in different ways. For instance, some users cite emotional support as the basis for their preference for radio. Hence, the emotional attachment to radio programs plays a major role that influence listening habits of listeners. As Egbuchulam (2002) found, listening habits were shaped by the need to follow fashion trends, football teams, and popular music, among other considerations.

Vernacular radio in developing countries is the most widespread channel used by many people using local languages to access information, entertain themselves through music and discuss issues relating to their lives and education on various aspects of development (Myers (2011). Radio saves the life of the poor societies by providing information on disaster and voicing the deprived of the society. FM radio is used in poor countries and societies as it is the cheapest mass medium (UNFPA, 2002).

Majority of the firms and institutions globally rely on radio to acquire and provide relevant information and entertain the people (Ababa, 2008). Radio is used to acquire both commercial and social information like health, security, environmental and education (Venkatalakshmi & Chandraleka, 2013). According to Bentley (2002), the youth listen to radio for entertainment as they can access information from other media outlets like the internet. With the high access to radio civil societies and governments have used radios in civic education (Prah, 2004). Radio plays a key role in rural development through provision of instant information to the local population (Azarian, 2012).

2.7 Theoretical Framework

2.7.1 Uses and Gratification Theory

Uses and gratifications theory formed the basis of the study. The theory relates to the usage of the media by the people other than how people benefit from the media (Katz, 1959). The theory is based on the following objectives:

- i. The uses people put media to
- ii. The reasons people use media
- iii. Why one medium is preferred over the other
- iv. Consequences of that use.

The theory states that there is competition among communication channels and other need fulfillment sources. It further indicates that people seek alternative options if media fails to adequately meet their needs. Katz while reacting to the claim of Berelson (1959) that the field of communication was dead made a suggestion that instead of investigating questions such as: —What do media do to people? Researchers in the field of communication should rather answer the question: What do people do with the media? Prior to this theory, the media effects theory such as the hypodermic needle model portrayed audience as being passive and that the media only had effects on the people. Use and gratification challenges the effects of media on the people by arguing that audiences are active because they seek media that satisfies them hence great gratification. Katz and Blumler identified key elements of uses and gratification and one is that audience are active and they are goal oriented, new sources of information do compete with the traditional ones for need satisfaction and that people have individualistic view of their media usage, wants and motives which do help scholars to understand adoption of particular media.

Field and Lazarsfeld's (1946) studied on how Americans used radio, while Wolf and Fiske's (1949) did a study on comic books and ego development, these are among the studies that were done to figure out satisfaction people were looking for. In 1969 Blumler and McQuail studied the 1964 elections in the United Kingdom and they categorized people's motives for watching certain political programs on Television and they found out that the main motive was to acquire information on politics or surveillance of the political environment.

There are four gratifications from mass media (McQuail, Blumler & Brown, 1972). These include diversion, personal relationship, personal identity and surveillance. Diversion indicates that emotional release makes a person leave their problems and schedule. Personal relationships mean that during interactions people utilize information for companionship. Personal identity means that people use media for reassurance and reinforcement. Surveillance implies that people use the media to get information around the world or to be educated on a certain topic.

Mass media is used in connecting or disconnecting individuals (Katz, Gurevitch & Haas, 1973). They identified needs that people seek to satisfy in mass media like radio: tension release, social integrative, affective, cognitive and personal integrative. Uses and gratifications researchers believe that people have certain needs that they wish to gratify.

2.7.2 Gratifications Sought and Gratifications Obtained

Gratification sought refers to the active process of seeking information while gratification obtained refers to the satisfaction that is achieved from the consumption of that content for example a rural woman may want to listen to certain agricultural program on maize farming (gratification sought) and after listening they come out with information on the improved maize seed varieties in the market (gratification obtained) in this example this individual needs of wanting to know something on maize farming is fulfilled.

Gratification sought and gratification obtained is very vital for the study of why people use media according to McGuire (1974) audience needs are not the same, if a particular channel does not satisfy the needs of a person the usage of that communication channel will diminish, and this will affect the listenership if its radio or viewership if it is Television. McQuail (1983) argued that where gratification obtained is noticeably higher than gratification sought then it shows that needs of the audience have been met and this means that a certain radio station will have higher listenership if the audience needs are met or satisfied. Radio broadcasters face a challenge in defining their media in a way that they offer more gratification to the users. Mitigating the challenge leads to increase usage of the medium through motivation or habit to use the media (Richter, 2006).

There are demographic, psychological, social, economic, cultural, educational reasons why people use the media. This theory becomes relevant to this study as it provides a guide in determining from the women in Kipkelion West what satisfaction they derive from listening to radio programs within their transmission reach.

2.7.3 Studies Conducted to Test the Uses and Gratifications Theory

Mogambi (2016) conducted a study on university of Nairobi students to find out the gratifications university students derived from listening to Radio. The study found out that majority of the students listen to Radio for entertainment and most preferred stations that played music. Therefore, as development communication practitioners we can take advantage of this and use edutainment which would be effective to reach the youth with messages targeted for their behavior change.

Korir (2015), Conducted a study guided by uses and gratification theory to find out the role of communication in maternal and child healthcare in Machakos County. This study found out that most women of reproductive age use different channels of communication to acquire information on reproductive and child healthcare and the most preferred channel used by these women is healthcare workers because of face to face communication.

Edegoh and Asemah (2014) conducted a study on radio listenership habits among rural women in Idemili South local government area of Anambra state, Nigeria, the findings indicated that most women use radio to get information on health-related issues followed by agricultural information.

Maina (2013) conducted a study on frequency of listenership of radio broadcast messages by primary school pupils and teachers in municipality south division of Nyeri, being guided by the uses and gratification theory her findings indicates that radio was s a common channel among primary school pupils and the teachers, on its listenership most teachers prefer listening to radio in the evenings while pupils preferred doing so in the evening. The study shows that Inooro Fm and Kameme Fm had a larger audience. Few respondents noted that rarely did they participate in phone in programs. . Both teachers and pupils acknowledged that radio programs were used as a platform for solving problems such as political, social and family problems. Radio was found to be very common among primary school teachers and pupils with teachers preferring listening in the afternoon and pupils listening mostly in the evenings. Inooro Fm and Kameme FM were found to be the most commonly listened to broadcasting stations while news, farming techniques and sports were the most common programs among the respondents. Both teachers and pupils acknowledged that radio programs is an effective platform for solving problems and that it solved social, political and family problems. Phone-in programs were used but not very common. Teachers were found to use phone-in

programs mainly to get information from experts who they felt could help improve their lives while pupils primarily used them for social reasons.

Oguchi (2015) study on Radio listening habits among university students and their attitudes toward programs, a case study of Redeemer University students. The findings of this study showed that even though students of Redeemer university are able to access radio while in campus they face difficulty while listening to radio on campus and this could be attributed to the fact that most of their time is engaged in studying, the study found out that radio programming pattern adopted by various radio stations influenced students attitude to programs.

Anquadah (2012) did a study to identify the radio listening habits of residents of New Abirem in Ghana, guided by uses and gratification theory. Questionnaires, with both closed and open-ended items, were administered to 150 selected residents. The research indicated that residents mostly listened to radio to be informed and educated, while others listened to be entertained. Residents also derived the gratifications of being current and monitoring of events from listening to radio, while they mostly listened at their workplaces and in their homes. Listeners also preferred news and current affairs as well as sports programs.

Edjah (2004) conducted a study on radio listening habits at the workplace using a case study of University of Cape Coast staff. The researcher interviewed eight respondents, the findings indicated that majority of the university workers utilized radio for education, information and entertainment, some indicated that they listened to radio while at the office since it helped them reduce work stress and also boredom, most respondents said their most preferred channel was radio.

2.8 Summary of literature review

Mogambi (2016) conducted a study on how students of The University of Nairobi listened to Radio. He concluded that students of the University of Nairobi listen to radio in more interesting ways than one. Importantly, most of the students in the premier university in Kenya listened to radio in the morning and late evenings. Although most of them had mobile phones that had FM radio stations, a big percentage listened to radio from a radio set, seeking entertainment. Additionally, radio presenters are very influential

in the lives of listeners and therefore, highly influence listeners' social choices in terms of music, dressing and favorite topics of discussion.

Ottah (2016) did a study on the radio listening behavior among market women in Anyigba, Kogi State, Nigeria using 165 women. 58% of the women were found to listen to radio programs regularly. The exposure to radio programs was high and preferred Radio Kogi Ochaja which airs in local language with a lot of music and education for the listeners.

Jemal (2013) did a study on challenges and opportunities in the use of radio broadcast for development in Ethiopia. The research was based on secondary data collected from Ethiopian Central Statistic Authority (2011) and the Ethiopian Broadcast Authority. It was revealed that radio receivers' ownership in Ethiopia was very low. It was further revealed that the usage of radio in Ethiopia faced an impediment of propaganda in radio other than development.

Niveditha (2014) evaluated the listening patterns among FM Radio Listeners in Maysore, India. The study findings indicated that radio was used for entertainment especially by students with business people being the largest group to use FM radio. Wabwire (2013) did a study on the role of community radio in development of the rural poor in Kenya. Wabwire sought to establish how community radio influences rural development. Community radio led to participation and horizontal sharing of ideas among the people.

Malager (2007) did a study on radio listening and televiewing habits among rural women in Belgaum district of Karnataka state. The findings indicated that majority of Belgaum rural women preferred entertainment programs, followed by agriculture program while half of the respondents preferred programs that are related to foods and nutrition.

Gathigi (2009) investigated radio listening habits among rural audiences. This was done in Kieni West. Interviews and observation were used in data collection. It was found that the residents of Kieni west preferred radio that aired in Kikuyu. Radio was mainly used to obtain information on health and agriculture. They also used radio for social interactions, civic engagement, and look for solutions.

2.9 Research Gap

Following the above empirical literature review of research studies, none has been done regarding radio listenership among women in rural areas in Kenya and more specifically in Kericho County. Majority of these studies have been carried out outside Kenya (Ottah, 2016; Niveditha, 2014; Jemal, 2013; Malager (2007)). Mogambi (2016) conducted a study on how students of The University of Nairobi listened to Radio. Gathigi (2009) conducted an ethnographic research on the radio listening habits among rural audiences in Kieni West Division of Central Kenya. These local studies despite focusing on radio listenership, none of them focuses on women in rural areas. This creates a research gap which this study seeks to fill by undertaking a study on the radio listenership amongst women in Kipkelion west sub county, Kericho County, Kenya.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This chapter gives the methodology used in undertaking the study. This includes research design, population, sample and sampling design. It also pinpoints the data collection instruments, data collection procedures, data analysis and presentation as well as ethical considerations respectively.

3.2 Research Design

A descriptive survey was used in undertaking the study. This design describes a phenomenon that is in existence based on attitudes, behavior, perceptions or values (Orodho, 2003). This made the design suitable for this research as the researcher sought to describe radio listenership (existing phenomenon) by asking about the attitudes of women and their radio listening habits. According to Kombo and Tromp (2006), descriptive survey design enables the researcher to collect data for the purposes of describing and measuring the characteristics of a population which is too large to be observed directly.

3.3 Area of Study

The study was carried out in Kipkelion west sub County of Kericho County. The sub county is divided into four wards which include Kipkelion, Chilchila, Kamasian and Kunvak. The sub- County has a population of 49,709 women (Kenya National Bureau of statistics, 2016) with Chilchila being the most populated and Kipkelion West, the least populated. Kipkelion West was selected due to the density of the population. Most of the people here do practice agriculture as their main economic activity and even though some are large scale farmers majority of the population in this region are small scale holder farmers, the main crops grown here includes maize, tea, and coffee among others. The sub county is also the most remote in the county which makes it fit for the study. The researcher understands the local language (Kipsigis) which made it easy to collect data. (Figure 3.1 indicates the map of Kipkelion West sub-county)

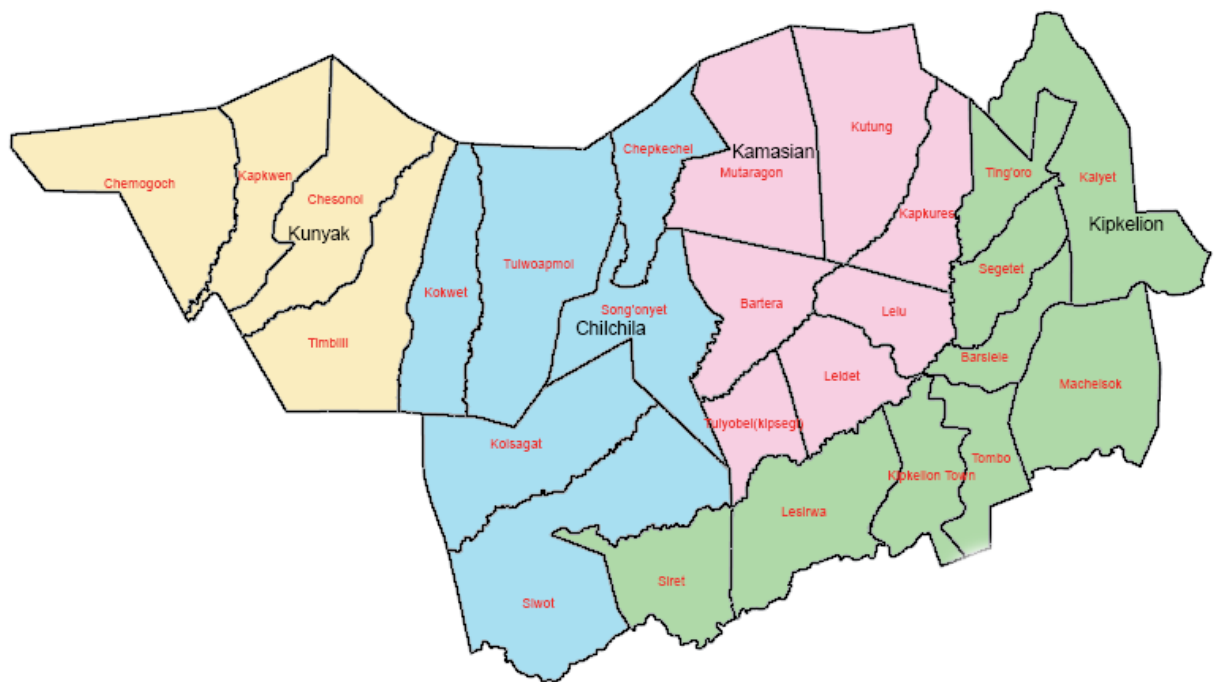


Figure 3.1: Kipkelion West Sub County

Source: Google maps (2017)

3.4 Target Population

Target population refers to the individuals the study is concerned with in the study area (Mugenda & Mugenda, 1999). The study targeted women in Kipkelion west Sub County. According to KNBS (2017) Kipkelion west Sub County has 49,709 women: 18,486 in Chilchila ward, 8,815 in Kipkelion ward, and 11,957 in Kamasian ward while 10,451 in Kunvak ward. The target population for this study is 49,709 women in the sub county.

3.5 Sample and Sampling Design

A sample is described as part of a population selected for a study with sampling described as the process of sample selection (Cooper & Schindler, 2008). Sampling was done to secure a population representative for the study.

3.5.1 Sample size determination

The researcher used Yamane (1967) statistical formula in the selection of number of women who will be involved in the study. This formula is used to get a representative sample from a population of more than 1000. The selection formula is:

$$n = \frac{N}{1 + N(e)^2}$$

Where n= the required sample size

N = Total population

e = accuracy level required Standard error = 10%

n= 49,709

$1 + 49,709(0.1)^2$

=49,709

1+497.09

=49,709/498.09

=99.799

=100

Therefore, a sample of 100 respondents, proportionately distributed across the two wards was used for the study. The sample is presented in the table below

Table 3.1: Sample population

Ward	Population	Percentage	Sample
Chilchila	18486	67.7	68
Kipkelion	8815	32.3	32
Total	27301	100.0	100

Source: Researcher, 2017

3.5.2 Sampling procedure

Multi stage random sampling was used in selecting a representative sample of the women. This was done by random selection of two wards out of the four wards in Kipkelion West Sub-county, the next step involved the random selection of four villages from the two wards that were picked. Convenience sampling was used in selecting the 100 women in the four villages to participate in the study.

3.6 Data Collection Instruments

Data collection is the procedure of getting data in a recognized orderly manner so as to answer research objectives or questions (Cooper & Schindler 2014). This study used both primary data and secondary data. A structured research questionnaire and focus group discussion were distributed to the target population and collected later. Each subject was assured of the confidentiality of his/her anonymous responses. The respondents from the four wards were required to complete the questionnaire and participate in the focus group discussions (FGDs) voluntarily. Secondary data sources were used to supplement the primary data collected.

3.6.1 Questionnaire

A questionnaire is a written list of carefully structured questions whose answers are provided by the respondents (Kumar, 2005). A questionnaire (See Appendix I) was used in collecting data from the 100 selected women. This is because it was suitable when collecting data or a lot of information from a large population within the shortest time while at the same time saving cost, a questionnaire is also easy to administer and analyze.

The questionnaires were administered in English and it had both open and closed ended questions. The questionnaires were divided into sections. Section A will consist of demographics such age, level of education, marital status. This helped the researcher to determine how these demographics influence respondents' radio listenership.

The remaining part of the questionnaire constituted of the general and actual research items that asked respondents on their radio listenership, whether they listen to Radio, what time they listen to radio and how often they do that, their preferred radio stations, what device they use to listen to radio, what radio programs they liked listening to most and gratification sought from listening to radio.

3.6.2 Focus Group Discussion

The researcher used two focus group discussions consisting on 8-12 women from each of the two locations — Chilchila Ward and Kipkelion Ward. The researcher sought permission from the women to conduct the discussion with them during one of the weekly meeting because this was a convenient place for the researcher to find these women. A briefing session was conducted with the women about the aim of the study and the exact meaning of all the questions.

Focus group discussions were used because they often have a high validity since they are less structured, more informal and interactive and deeper in the method of enumeration thus it allowed the researcher to get the participants' perspective, attitudes, and experiences on their radio listening habits. They are also easy to understand, help the researcher get quick results at a relatively low cost, and are thus relevant and suited to community-oriented research. Focus group discussions give an opportunity for triangulations to supplement data elicited by questionnaires thus providing more information for the study. It also served as a follow-up to supplement and eliminate the shortfalls of the questionnaire. The researcher used a focus group guide to conduct the discussion (See Appendix II).

3.6.3 Piloting

Piloting assists a researcher to test the data collection instruments for feasibility and perfection (Kombo & Tromp 2006). This enhanced the validity and reliability of the data collection instruments. The designed data instruments were first subjected to a pre-test through a pilot study to establish their effectiveness in data collection. Convenience sampling was used to select a sample of 10 respondents equivalent to 10% of the sample size so 10 women from one village which was not used for the study were selected as the pilot sample of study.

3.7 Validity of the Instruments

Instruments validity refers to how accurate a tool or an instrument is in obtaining data that it intends to collect (Cooper & Schindler, 2008). For this study, validity was achieved by discussing the relevance of the research questions with the supervisor. The supervisor guided and recommended changes to the questionnaire which ensured that the instrument achieved what it was supposed to measure.

3.8 Reliability of the Instruments

According to Mugenda and Mugenda (2003), Reliability is described as the degree of consistency that an instrument demonstrates (Orodho, 2005). To ensure instrument reliability the test-retest method was used in the administration of the data collection tools. The administration of the tools was carried out on two occasions within a period of two weeks with rural women who were not be used in the actual study

3.9 Data Collection Procedures

Four research assistant's assististed the researcher in questionnaire administration done through face to face interactions. The research assistants were selected as per their knowledge of the region, people and understanding of the local language. The researcher established women groupings in the region as this made it easier in locating the women to fill the questionnaire, and then sought permission from the chairlady to request the women to fill for me the questionnaire, after permission was granted the researcher and the assistants dropped the questionnaire to the women, inform them of the intended study thus creating a rapport. In a situation, whereby the respondent was unable to neither read nor write, the assistants asked questions in the questionnaire as they filled them.

The focus group discussion was conducted by the researcher. Since the researcher conducted two focus group discussions, she found out the day women held their weekly meetings and requested them to have a discussion with them after they are done.

3.10 Data Analysis and Presentation

After gathering data from questionnaire schedules they were then checked adequately for reliability and clarification. For quantitative data SPSS was used to generate mean, percentage, frequency and standard deviation. The findings were presented using frequency distribution tables which facilitated description and explanation of the study findings. The qualitative data was analyzed through content analysis where the data was grouped into themes. The data was presented in prose form involving statements.

3.11 Ethical Considerations

The researcher maintained research ethics by following the procedure outlined by the university, that i defended the proposal, did the corrections and obtained Certificate of Fieldwork (See Appendix III) from The University of Nairobi. During data collection, the researcher guaranteed the respondents of their privacy and confidentiality of the

information they gave by ensuring that all participants remain anonymous in the study by not indicating names on the questionnaires. She also sought permission from the respondents to participate in the study such as seeking consent to fill the questionnaire and focus group discussion. After successfully defending the project, my supervisor approved the corrections and signed the Certificate of Corrections (See Appendix IV). I also obtained Certificate of Originality after the project was tested for plagiarism (See Appendix V).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents analyzed data generated from the study of radio listenership among women in Kipkelion West Sub-County. The analysis was based on the study objectives and research questions and it has been presented in two sections: data presentation, interpretation and analysis. Quantitative data has been presented using frequency distribution tables while for qualitative, data presentation has been done using narration and summarized according to common themes.

4.1.1 Questionnaire return rate

This refers to the percentage of the sample that was dully filled and submitted to the researcher for analysis. The study received 91% response from the targeted respondents where 91 out of 100 administered questionnaires were duly filled and returned.

4.2 General Information

4.2.1 Age of the respondents

Respondents' age was established in the study. Table 4.1 below tabulates the findings.

Table 4.1: Age of the respondents

Age	Frequency	Percent
25-35 years	4	4.4
36-45 years	38	41.8
46-55 years	16	17.6
56-65 years	21	23.1
More than 70 years	12	13.2
Total	91	100.0

Source: Researcher, 2017

From table 4.1, 41.8% of the respondents were aged 36-45 years. 23.1% indicated their age as 56-65, 17.6% indicated 46-55 years, 13.2% indicated more than 70 years whereas

4.4% indicated 25-35 years. This shows that most of the women in Kipkelion west are aged more than 35 years of age. This is because the middle-aged women are married and taking care of their families in the village which makes them remain there. The women above 35 years retire to the village after the urban life becomes a challenge. This is unlike the smallest percentage representing the 25-35 years aged respondents, with most of these people being in the large towns in search for jobs and business hence leaving the aged in the rural areas like Kipkelion west.

4.2.2 Education of the respondents

Respondent's education was established. The findings are tabulated by table 4.2 below.

Table 4.2: Education of the respondents

Level	Frequency	Percent
Primary	21	23.1
Secondary	17	18.7
University	6	6.6
Never been to school	47	51.6
Total	91	100.0

Source: Researcher 2017

From table 4.2, it was indicated by 51.6% indicated that they had never been to school. 23.1% indicated their highest education as primary, 18.7% indicated secondary whereas 6.6% indicated university. This is an indication that majority of the women in Kipkelion west have never been to school. This may be due to the cultural belief of the communities in Kipkelion which hinder women from going to school. Further the educated women went to the urban centers in search of jobs and greener pastures leaving the uneducated in the rural areas.

4.2.3 Marital Status

The marital status of the respondents was established. Table 4.3 below summarizes the results.

Table 4.3: Respondents' marital status

Status	Frequency	Percent
Married	79	86.8
Single	4	4.4
Separated	1	1.1
Widowed	5	5.5
Divorced	2	2.2
Total	91	100.0

Source: Researcher,2017

From table 4.3, it is indicated that majority were married constituting 86.8 percent. 5.5% were widowed, 4.4% were single, 2.2% were divorced while 1.1% were separated. This is an indication that majority of the women in Kipkelion west are married.

Majority of the married people stay in the rural areas since in most cases they have a need of establishing themselves alongside their families and that it is cheaper for them being in the rural than in the urban areas. On the other hand, the unmarried people in the rural areas are fewer most probably due to the fact that most of them migrate to urban areas in search of their livelihood and that they easily move around in comparison to the married who would have to put many things into consideration before moving from one place to another.

4.2.4 Occupation of the respondents

The occupation of the respondents was also determined. Table 4.4 on the next page indicates the findings

Table 4.4: Occupation of the respondents

Occupation	Frequency	Percent
Unemployed	2	2.2
Farming	70	76.9
Teaching	9	9.9
Trading	10	11.0
Total	91	100.0

Source: Researcher, 2017

Table 4.4, 76.9% indicated that they did farming as an occupation. 11% indicated that they were traders, 9.9% indicated teaching, whereas 2.2% indicated that they were unemployed. This implies that most of the women in this region are farmers and this could be attributed to the fact that the main economic activity in Kipkelion sub-County is farming and many people in this region do practice small scale farming

4.2.5 Number of years respondents have lived in Kipkelion

The length of time the women have lived in Kipkelion was determined. The results are summarised in table 4.5 below.

Table 4.5: Number of year's respondents have lived in Kipkelion

Years	Frequency	Percent
5-10 years	4	4.4
11-15 years	11	12.1
more than 15 years	76	83.5
Total	91	100.0

Source: Researcher, 2017

Table 4.5 shows that 83.5% had lived in Kipkelion sub-county for more than 15 years. 12.1% indicated 11-15 years whereas 4.4% indicated 5-10 years. This implies that majority of the rural women have lived in their respective villages for more than 15 years most probably since birth or marriage. This will enable them to provide information

required by the researcher as they had been there for enough time to understand radio listening habits in their areas.

4.3 Radio listenership among women in Kipkelion sub-county.

The main objective of the study was to investigate Radio listenership or its usage among women using various aspects such as whether one owns a radio, whether they listen to it, how often among others

4.3.1 Radio ownership in the household

Respondents were asked to state whether they own a radio or not. Table 4.6 below tabulates the findings.

Table 4.6: Radio ownership in the household

Opinion	Frequency	Percent
Yes	89	97.8
No	2	2.2
Total	91	100.0

Source: Researcher, 2017

97.8% indicated that there was a radio in their household whereas 2.2% indicated that they didn't own a radio. This implies that majority of the households in Kipkelion west sub county have a radio. Focus group respondents indicated that they access radio through sets that are individually owned although a few respondents indicated that they access it through their mobile phone, a report by Synovate on Media Consumption Habits in Kenya (2015) indicated that radio is the most accessed media. This may be attributed to the fact that radio is the cheapest and portable mass media channel.

4.3.2 Radio listenership among women

Respondents were required to state whether they listen to radio or not. The question was posed as "Do you listen to radio" The findings are presented next in table 4.7.

Table 4.7: Radio listenership

Opinion	Frequency	Percent
Yes	89	97.8
No	2	2.2
Total	91	100.0

Source: Researcher,2017

97.8% indicated that they listened to the radio whereas 2.2% indicated otherwise. This means women listen to radio programs. This could be attributed to the fact that radio is a common media in the region, it's cheap and affordable to most families. These sentiments are echoed by the findings of Kimutai (2011) who showed that radio was the most popular media in Kenya since it is accessible to nearly all people.

4.3.3 Frequency of listening to radio

Respondents were asked to state how often they listen to radio. The findings are presented by table 4.8 below.

Table 4.8: Frequency of listening to radio

	Frequency	Percent
Daily	66	74.2
Weekly	4	4.5
Rarely	19	21.3
Total	89	100.0

Source: Researcher, 2017

74.2% indicated that they listened to the radio daily, 21.3% indicated rarely while 4.5% indicated weekly. This means that women in Kipkelion Sub County listen to the radio daily, thus making radio the most popular medium.

4.3.4 Radio listening decisions

The focus group discussions sought to establish how decisions are made, in the family setting (at home), about which radio stations to listen to. The findings showed that the decisions were mainly made by the head of the household who determined the program to listen to. The children however defined the decisions as they sometimes wanted to listen to children programs especially in the weekend.

4.3.5 Time when radio is listened to most among the women.

The study sought to establish the time the women most listened to the radio. Table 4.9 below tabulates the findings.

Table 4.9: Time when radio is listened to most

Time	Frequency	Percent
6am to 10 am	26	29.2
10am to 2 pm	11	12.4
2pm to 6pm	7	7.9
6pm to 10pm	45	50.6
Total	89	100.0

Source: Researcher, 2017

Table 4.9 above shows 50.6% of the respondents listen to Radio from 6pm to 10pm (evening). 29.2% indicated 6am to 10 am, 12.4% from 10am to 2pm while 7.9% indicated 2pm to 6pm. The findings of the study show that radio is mostly listened to during evening and morning hours. This implies that radio is most listened during these hours most probably as a key source of entertainment and news. Kipkelion sub-county being a rural set up could imply that there are less economic activities that take place after six in the evening thus people retreat back to their homes for rest after a day's work. Radio also receives a good listenership in the morning before ten most probably because the women in this region are yet to get busy with their daily chores. Korzenny (2011) note that most people listen to radio when free. Therefore, from the findings it's worth noting that morning and evening hours is a good time to pass information to the women radio listeners. This is because during this time the women are done with their daily chores and they are indoors. During FGDS one woman said she listens to KBC Radio Taifa show in

the morning as she prepares breakfast for the family she said she loves program called ‘Zinga la asubuhi’ because it’s very informative and also the presenters (Bonie Musambi and Cynthia Anyango) are very lively another lady said she likes when the lady presenter (Cynthia) laughs because it cheers her up.

4.3.6 Reasons respondent listen to radio at a particular time

The study sought to establish why the respondents listened to the radio at specific time of the day. The findings are presented by table 4.10 below.

Table 4.20: Reason for listening to the radio at the time

Reason	Frequency	Valid Percent
My leisure time	38	42.7
My favorite program aired at the time	46	51.7
Companionship	4	4.5
Other	1	1.1
Total	89	100.0

Source: Researcher, 2017

51.7% indicated that their favorite program was aired at the time. 42.7% tuned to the radio at that time because it was their leisure time, 4.5% indicated companionship while 1.1% indicated other reasons like relaxing. This shows that the women in Kipkelion listen to the radio at specific times of the day due to various reasons. The findings of this study concur to what was reported by Larson (2009) that audiences do use different communication channels to meet various satisfactions.

4.3.7 Time spent listening to radio

The study sought to determine the hours spent by women listening to radio in a day. The results are indicated in table 4.11 on the next page.

Table 4.11: Time spent listening to radio

Hours	Frequency	Valid Percent
1-4	42	47.2
5-9	41	46.1
10-14	6	6.7
Total	89	100.0

Source: Researcher, 2017

47.2% indicated that they spent 1-4 hours on the radio. Further 46.1% spent 5-9 hours on radio whereas 6.7% indicated that they spent 10-14 hours. The respondents generally listen to radio for up to 4 hours. This is most probably because radio programs are informative, educative as well as a source of entertainment. In addition to this, radio programs can still be consumed as listeners go on working since it is audio and may not need a hundred percent concentration to benefit from its programs. This confirms most research done before those have indicated that radio is the leading source of news, current affairs and gossip.

4.3.8 Devices used to listen to radio

Table 4.12 below presents the findings on the device used to listen to the radio by women in Kipkelion west sub-county.

Table 4.123: Device used to listen to radio

Device	Frequency	Valid Percent
Radio set	82	92.1
Mobile phone	7	7.9
Total	89	100.0

Source: Researcher, 2017

92.1% indicated that they used a radio set whereas 7.9% indicated a mobile phone. This implies that majority of the women in Kipkelion west use a radio set to listen to the radio. This could be because radio is cheap and powerful mass medium in the rural areas. The inclusion of radio as an important accessory in any mobile phone has helped in the general increment of radio listenership and ownership.

4.3.9 Radio station respondents regularly listen to

The study sought to establish the favorite radio station in Kipkelion west sub-county. Table 4.13 below shows the results.

Table 4.13: Station respondents regularly listen to

Station	Frequency	Valid Percent
Kass fm	20	22.5
Changei	44	49.4
Kitwek	6	6.7
Radio Injili	1	1.1
KBC radio taifa	7	7.9
Citizen radio	7	7.9
Milele fm	3	3.4
Sayare	1	1.1
Total	89	100.0

Source: Researcher, 2017

The findings show that most of the respondents as shown by 49.4% indicated that Changei Fm was their favourite radio station. 22.5% indicated that they preferred Kass fm, 7.9% indicated KBC Radio Taifa and Citizen Radio in each case, 6.7% indicated Kitwek fm, 3.4% indicated Milele FM whereas 1.1% indicated Radio Injili and Sayare in each case. This shows that most of the women in Kipkelion west Sub County listened to various radio stations with Changei FM as their favourite.

The findings concur with those of the focus group discussions which showed that Changei fm was the most preferred amongst the people. From the focus group discussions, the researcher found that Changei fm was preferred due to good programs, good signal and the use of vernacular language which the people can understand.

The result in Table 4.13 shows that though all these radio stations were listened to, different people preferred different radio stations. Radio stations, are commercial and independent from one another. They therefore offer different programs to the people and letting the people select what they need. For a radio station therefore to be popular it must

satisfy the needs of its target audience. This might apply that Changei FM offers programs that were more useful to the women of Kipkelion than other Radio stations.

4.3.10 Language respondents prefer to listen to on radio

On the radio language preferred in Kipkelion west, the findings from the focus group discussions showed that Kipsigis language was most preferred followed by Kiswahili. This implies that a majority of the listeners prefer listening to programs broadcast in Kiswahili or mother tongue as compared to English. This may be attributed to the fact that the two languages are the most common language of communication among the people in Kipkelion West, also the majority of the population in Kipkelion west may be semi-illiterate and therefore not competent in the English language. This confirms that countrywide, five of the ten most popular Kenyan radio stations broadcast in vernacular language (Media Council of Kenya, 2012).

4.3.11 Phone-in radio programmes

The study sought to establish whether the respondents used radio phone-in programme either through calls or texts (SMS). The findings are shown by table 4.14 below.

Table 4.14: Whether they use texts (SMS)

Opinion	Frequency	Percent
Yes	13	14.3
No	78	85.7
Total	91	100.0

Source: Researcher, 2017

From above table 4.14, 14.3% of the respondents indicated that they had sent an SMS to a radio station. However, 85.7% indicated that they had not sent any SMS to any radio stations. This is an indication that majority of the women in Kipkelion west sub county do not send SMSs to radio stations.

4.3.12 Whether they participate in radio call in programmes

The study sought to establish whether the respondents had called a radio station. The findings are shown next by table 4.15.

Table 4.15: Whether they participate in radio call in programmes

Opinion	Frequency	Percent
Yes	17	18.7
No	74	81.3
Total	91	100.0

Source: Researcher, 2017

From the table above 18.7% of the women showed that they had participated in phone in radio programs whereas 81.3% indicated that they had not. This indicates that majority of the women in Kipkelion Sub County do not make calls nor sent texts during live phone in programs. The findings indicate that most women do not interact mostly with the radio stations. Gathigi (2009) affirms male audiences were found to participate more on the radio than female.

4.4 Choice of Radio programs and stations

This refers to the kinds of radio programs that the respondents preferred listening to mostly. The programs were classified in terms of the type of messages they offered: news/current affairs, agricultural, entertainment, health among others. Table 4.16 below tabulates the results.

Table 4.16: Types of radio programs commonly listened to

Programme	Frequency	Valid Percent
News/current affairs	33	37.0
Agricultural	28	32.5
Health	12	13.5
Entertainment/music	11	12.4
Religious programs	7	7.9
Education	7	7.9
Total	89	100.0

Source: Researcher, 2017

From the table 36% indicated that they mostly listened to news/current affairs, 32.5% indicated agricultural, 13.5 indicated health, 7.9% indicated religious and entertainment in each case, whereas 3.4% indicated religious. News is common programs to all radio stations thus one would be able to receive them from his/her preferred radio station. In addition, news are aired at regular intervals and during designated times on daily basis making them the most popular radio program among all radio stations and consequently all the listeners.

Agricultural programs were also highly rated by the women (32.5%). it is notable that farming is the main occupational activity of the people of Kipkelion most of the women here are mainly farmers thus the need for educative programs on agricultural productivity. This also agrees with Okwu, Kuku and Aba (2007) who noted that majority of the people listened to the agricultural programs. Gathigi (2009) affirms this by arguing that people listen to radio programs that seem useful or interesting to them at a particular time. This indicates that women in Kipkelion west Sub County have preferences on radio programs with most preferring news and current affairs followed by agricultural programs.

4.4.1 Radio programs listened to by respondents

Respondents were requested to explain the specific radio programs they listened to based on the different messages delivered by the programs such as news, hygiene and health, sports among others. Various radio broadcast programs were indicated with varying reasons. From this study news from Changei Fm and KBC Radio Taifa were found to be listened to commonly, with most of the respondents indicating that it kept them informed about current affairs. This could be attributed to the fact that news was inclusive of many things including sports, politics, and death and funeral announcements among others. Similar findings were reported by Girard (2003) who indicated that news gave a summary of all necessary information broadcasted through radio

During FGDS one woman called Emily Chepkwony, a 35year old farmer from Kamasian ward said that she listens to the radio from 6:00-7:30am for news after which she goes to do her farming activities. I also listen to the 1:00 pm news while preparing lunch, she said that when she is indoors radio keeps her company, I also listen to 7.30 and 9pm news because at this hour my husband is at home and he is always keen on following news”, she said.

Farming programs such as “Kobotisyet” by Chamgei FM was found to be common with (62.7%). The women noted that this program has helped them improve their farming a great deal by informing them of the newest farming techniques. It also educates them on use of new products in farming such as agrochemicals, fertilizers, disease outbreaks among others. It is worth noting that the main economic activity in Kipkelion sub-county is agriculture. This explains why programs on farming attracts attention among the listeners. Similar findings were reported in Zimbabwe, Nigeria and in Kenya (Okwu, Kuku & Aba, 2007; Girard, 2003; Kenya Agricultural Research Institute, 2009) who indicated that farmers used radio broad cast information in their farming and adopted different information as given through radio broadcasts.

Health programs were the most common programs, a herbal program on Chamgei Fm “Tililindo” was common among the women, this shows that women in Kipkelion county still believe in using herbal drugs, during the focus group discussion the women argued that these programs on health helps them live healthier lives by educating them on cleanliness that could help avoid epidemics such as cholera. It also helped them prevent non-communicable diseases such as cancer. A number of respondents indicated that these programs were of great importance in enlightening people on diagnosis of common ailments and their possible treatments. These findings concur with the findings of Gathigi (2009) who found out that in Kieni county Nutritional programs and programs on HIV/AIDS were very common. Religious content is very popular on Sunday. Religious programs that were common were found to be worship programs on Radio injili Kitwek FM (owned by government). The women said that that these programs helped nurture their spiritual growth and that the preachers were interesting. Another reason given was that the worship programs were aired during the Sundays in the morning and others during the time for attending church service thus giving one the opportunity to worship comfortably at home. This confirms the findings of Odera (2008) who noted that religious programs when brought in the right time attracted the attention of many.

Here is an excerpt from one woman during FGDS

Susan: I am a staunch Christian and my favorite program on Sunday is Ongilosu Jehovah' on Kitwek M which airs from 9am

Interviewer: Do you go to church after listening to it or it satisfies you completely?

Susan: I also attend the Sunday Service. I go to Full Gospel Church every Sunday our church service usually begins from 10am.

Interviewer: But why do you have to go to church after listening to a full-service o radio

Susan :(she laughs) the program blesses me but I feel more blessed when I go to church and fellowship physically with other members

Comedy/drama was also preferred by the women and during the FGDs the women said that they mostly listen to Changei Fm because after hourly news updates they air a 5-minute comedy sound byte and also in the evening because after the 7pm and 9pm news there is usually a comedy program called ‘Kap oljoro’. They said that this program not only makes them laugh but it also educates them because it usually addresses life events.

4.4.2 Whether they discuss favourite programs

Findings on whether women discuss their favourite programs are presented in table 4.17 below.

Table 4.17: Whether they discuss favourite programmes

Opinion	Frequency	Percent
Yes	76	85.4
No	13	14.6
Total	89	100.0

Source: Researcher, 2017

The table shows that majority of the respondents as shown by 85.4% indicated that they discussed their favourite programs amongst themselves whereas 14.6% indicated that they do not. This implies that women in Kipkelion west discuss their favourite radio programs with other people.

4.4.3 Suggestions to improve radio programming

During Focus group discussions, the women were asked to share what they think can be done to improve radio programs and most Women generally expressed a preference for good news and this meant that they need to be given more content that gives them hope. Thus, they said that they preferred listening to news in their local language. The women also said that they needed programming that has more health information, especially on

cancer which is becoming common in their areas also more information on latest family planning some women say sometimes they shy discussing it with their husbands so they felt Radio can teach them this.

The respondents also suggested more of content that will help them learn on how to raise girl child coz most girls get pregnant or end up in early marriages. Women felt that radio should help to end cultural stereotypes that if you don't bear sons you don't have children. Provide more information related to income generating activities because they said it is tiresome depending on husbands for provision. The women also said they felt that they like listening to success stories from others since it motivates them,

4.5 Preference of Radio to Other Mass Communication Media

The third objective of the study was to assess the preference of radio to other mass communication media among women in Kipkelion West sub-county.

4.5.1 Newspaper reading

The study findings on whether the respondents read newspapers are presented in table 4.18 below.

Table 4.18: Whether they read a newspaper

Opinion	Frequency	Percent
Yes	20	22.0
No	71	78.0
Total	91	100.0

Source: Researcher, 2017

The table shows that 22% of the respondents read newspapers while 78% indicated that they don't. This is an indication that women in Kipkelion west sub-county do not read newspapers which may not be available or due to illiteracy amongst the women

4.5.2 Television ownership

The findings on whether women in Kipkelion west owned a television are shown in table 4.19 below.

Table 44:19 TV ownership

Opinion	Frequency	Percent
Yes	23	25.3
No	68	74.7
Total	91	100.0

Source: Researcher, 2017

From the table 25.3% of the respondents indicated that they owned TVs while 74.7% indicated that they did not own TVs. This is an indication that majority of the women in Kipkelion west own no TVs.

4.5.3 Frequency of watching TV

The study sought to establish the frequency at which women watched TV. This is tabulated by table 4.20 below.

Table 4.20: Frequency of watching TV

	Frequency	Percent
Daily	11	54.6
Weekly	7	31.8
Rarely	3	13.6
Total	22	100.0

Source: Researcher, 2017

The table above shows that 54.6% of the respondents indicated that they watched TVs daily, 31.8% indicated weekly whereas 13.6% indicated rarely. This is an indication that majority of the women who own TVs in Kipkelion watch them daily.

4.5.4 Preference of radio

The study sought to establish the reasons why the women in Kipkelion west sub-county preferred radio to other media. Table 4.21 on the next page indicates the findings.

Table 4.21: Preference of radio over other media

Radio is	Least extent	Moderate extent	Great extent	Mean	Std. Deviation
Easy to understand	10	5	74	2.7191	.65693
Unbiased	4	53	32	2.3146	.55587
Cheap	0	9	80	2.8989	.30320
Portable	3	12	74	2.7978	.48100

Source: Researcher, 2017

The table above shows that the respondents indicated that they preferred radio to a great extent as it was cheap as shown by mean of 2.8989, portable as shown by mean of 2.7978 and easy to understand as shown by mean of 2.7191. However, they indicated to a moderate extent on biasness in radio as shown by mean of 2.3146. This shows that radio is preferred over other media by women in Kipkelion west due to various reasons with the main reason being its cheapness. The FGDs indicate that the women preferred radio over other media because it was cheap, easy to operate, has many programs, use vernacular languages which are easy to understand, accessible and was cheap to buy.

4.6 Gratification derived from listening to Radio programs

The fourth objective of the study was to find out the gratifications women in Kipkelion West sub-county derive from listening to radio programs. Gratifications sought are the satisfaction the women were seeking to satisfy when listening to radio. This was answered by asking the women to state their reasons on why they listened to radio.

4.6.1 Reasons for listening to Radio

The study sought to establish the satisfaction women sought to achieve from listening to radio. The gratifications are indicated next in table 4.22.

Table 4.22: Main reason for listening to the radio

Reason	Frequency	Percent
Information/News	51	57.3
Entertainment	18	20.2
Relaxation	1	1.1
Education	3	3.4
Companionship	13	14.6
Emotional release	2	2.2
Social interaction	1	1.1
Total	89	100.0

Source: Researcher, 2017

From the table above 57.3% of the women stated that they listened to the radio to get information, 20.2% indicated entertainment, while 14.6% indicated companionship. Further 3.4% indicated education, 2.2% indicated emotional release while 1.1% indicated relaxation and social interaction in each case. All the radio stations airs news showing that current affairs are an important aspect of the listeners. Entertainment was highly rated also by both women (20.2%) and as found in other studies such as Kimutai (2011) most people listen to radio during their free time, this shows that radio offers a cheap and effective way of relaxing after work thus entertainment. During FGDs one woman called Esther who is a housewife and the husband is a teacher in a local primary school, leaving her home alone during the morning and afternoon and her children are also not around, said that she enjoys listening to radio as a companion that can keep her company when she is in the house

a) Information/news

During FGDS the women said that they like listening to news in the morning and in the evening and at times during lunchtime if they will be already home, most women said they listened to Changei Fm news. The women said that they feel good when they know what is happening in the country especially now that when we are in electioneering period. This finding contradicts with James Anquandah 2012 whom in his study the finding indicates that most female do not listen to news.

b) Entertainment

This was the second most gratification that the women obtained from radio. The respondents said that they do listen to radio during their leisure time to get entertained. One woman called Elizabeth who is housewife said that she likes listening to traditional music because they are interesting and that it reminds her of her culture and heritage.

c) Companionship

The women said that radio gives them company when they are alone doing their household chores. And this concurs with this quote "Radio was a friend to them, a companion" (H. Johnson, personal communication, November 6, 2013).most women preferred listening to radio when their favorite presenter was on air and this agrees with Stafford & Stafford, 1996) who argued that most audience do develop a special connection with their favorite presenters, this is important because this will increase the listenership.

4.6.2 Extent to which radio impact on life

On the what extent to which listening to the radio impact on life the findings from FDGs show that radio has economic, educative and informative effect on the lives of people. They noted that radio is important to women in awareness creation, information provision skill sharpening and women empowerment. From this study radio has helped women to know and practice family planning through educative programs, some women also said that at least they know their rights and this makes them to feel empowered, radio has also helped them to feel connected to the rest of the world through news, it is worth noting that though in the past news was seen as a program that only interests women this is no longer so, since from this research majority of the respondents said they listened to radio to be informed on current happenings.

4.6.3 Challenges in radio access

The study sought to establish the challenges women have in accessing radio in Kipkelion west. From the FDGs the findings show that the women faced challenges in accessing radio. These included poor/unreliable information infrastructure, limited access to mobile phone and other new technologies, poverty, geographical isolation and remoteness of the village.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 Overview

This chapter presents a summary of the findings of the study, the conclusion made from the findings as well as the recommendations on radio listenership among women in Kipkelion west Sub-County. It also gives suggestions for further studies.

5.2 Summary of findings

This presents a summary of the results that were obtained in the study. They are arranged as per objectives under the headings: radio listenership, utilization of radio programs, preference of radio to other channels and gratification derived from radio

5.2.1 Radio listenership

Radio was found to be a very common with the women (95%) of the households had a radio set while 2.2% did not have.97.8 % of the women showed that they listened to radio. In terms of frequency of radio listening, 74.2% of the women indicated that they listened to radio daily, 21.3% listened on a weekly basis while 4.5% indicated that rarely do they listen to radio.

In terms of time for listening to radio, 29.2% the women did so mostly between 6 am and 10 am, when morning shows were aired. 12.4% also listened to radio between 10 am and 2 pm, when music based programs are aired. 7.9% indicated they listen to radio from 2-6pm while 50.6% showed that they listened to radio between 6-10pm and this could be attributed to the fact that at this time the women are indoors. The findings of the study show that radio is mostly listened to during evening hours therefore evening hours is a good time to pass information to radio listeners.

The study also discovered that majority of women listened to radio at preferred times because of various reasons.51.7% indicated they listen to radio at a particular time when their favorite program is aired,42.7% indicated they do so because it's their leisure time while 4.5% showed that they listened to radio for companionship.

On average time spent by the women in listening to radio 47.2% indicated that they spent 1-4hours, 46.1% spent 5-9 hours while 6.7% spent more than 10hours. On devices

used to listen to radio 92.1% of the women indicated that they used a radio set. Changei FM was the most commonly listened to (49.4%) followed at distance by Kass FM (22.5%) and Radio Taifa (7.9%) Kitwek FM with 6.7%. Milele FM was listened to by 3.4%, Radio Injili FM and Sayare FM were the least preferred radio stations with 1.1%.

Phone-in radio programs 14.3% indicated that they usually send a sms while 85.7% have not, on call in 18.7% indicated that they have called a radio station while 81.3% indicated they have not

5.2.2 Choice of radio programs and stations

The most preferred program was news at 36%, agricultural programs was second in rating with 32.5% this could be attributed to the fact that the main economic activity in Kipkelion sub-county is farming. Health programs were at 13.5%, musical programs at 12.4%. Religious programs at 7.9%, while educational programs at 7.8%. This shows that majority of the women preferred listening to news and this could be attributed to the current political season, and most of the respondents indicated that they listened to news on Changei fm and KBC Radio Taifa. Majority of the women indicated that they like listening to farming programs on Changei fm while majority indicated that on Sunday they listened to radio Injili which is a Christian based radio station.

Agriculture programs on radio are essential to women in rural areas since most of the women are small scale farmers as they can easily access the channel and because of the oral nature of radio. Radio producers and agriculture experts need to collaborate to ensure sustainable quality content and programming that appeal to all categories of farmers. Rural communities which depend mainly on agriculture rely on indigenous knowledge for innovation and adoption. Indigenous knowledge however is insufficient if the small scale farmer is expected to increase food production for food security this therefore means that formal and informal knowledge must linked to accelerate sustainable agricultural development.

The findings of this study concurs with Andesiah (2015) whom in her study on radio and health promotion, the findings indicates that health programs on radio have great impact in preventing and reducing malaria attacks, the study suggested successfully on how creation of awareness and the use of mass media and especially radio can be used in educating and communicating health messages to people in order to promote a healthy living.

5.2.3 Preference of radio to other channels

Majority of the women who participated in this research stated that rarely do they read newspapers and this could be attributed to the fact this is a rural setting and thus access of a newspaper is not easy and also illiteracy levels. For the respondents who owned Television, majority of them indicated that they watched TVs daily. Others indicated weekly and rarely. The findings indicate that radio is the most preferred channel in this region.

Most of the respondents indicated their preference to radio to a great extent as it was cheaper, portable and easy to understand. However, they indicated to a moderate extent on biasness in radio. The FGDs indicated that the women preferred radio over other media because it was cheap, easy to operate, had many programs, use vernacular languages which are easy to understand, accessible and was cheap to buy.

5.2.4 Gratification derived from radio

The study established that majority of the respondents indicated that they listened to the radio to get information. Other reasons for listening to the radio were indicated as education, social interaction, entertainment, emotional release, relaxation and companionship in that order. This shows that women listen to the radio for various reasons.

On the extent to which listening to the radio impacted on lives of women, the study indicated that radio greatly affected the economic, educative and informative effect on the lives of people. The respondents further noted that it also played a major function in their lives. The study established that the women faced challenges in accessing radio. These included language barrier, poor/unreliable information infrastructure, limited access to mobile phone and other new technologies, poverty, geographical isolation and remoteness of the village.

5.3 Conclusions

This study sought to establish radio listenership among women in Kipkelion sub-county. It also investigated the choice of radio programs, preference of radio to other channels and gratification derived from listening to radio.

This study therefore concludes that;

Radio was found to be very common among women in Kipkelion West sub-county with most of the women preferring listening mostly in the evenings and early morning. The most common device for listening to radio was radio set. Changei FM and Kass FM were found to be the most commonly listened to Radio stations. Most women preferred programs being broadcast in vernacular language. News, agricultural programs and health programs were the most common programs among the respondents. Phone-in programs were used but not very common. Radio was preferred more than television and newspapers. Most women listened to radio to be informed, for companionship and for entertainment.

5.4 Recommendations

Based on the findings, this study recommends;

1. Radio stations should air more educational and informative programs targeted at the women and packaged in an entertaining manner, given their preference for entertaining programs. Thus edutainment should be utilized in production of radio programs.
2. To encourage women to participate more in phone in programs which is usually interactive radio stations should at least lower the costs of calls and texts
3. Given the high exposure of women to the radio, the government should initiate a stable educational broadcasting program to educate the women more on issues such as personal hygiene, health matters, and family management among others.
4. Radio programmers should schedule important information during evening and early morning hours because during this time most women are listening to radio
5. To enhance listenership of radio it is necessary that the government enhances infrastructure such as electricity

5.5 Suggestions for Further Studies

1. There is need for a comprehensive study that covers the general population in this region as this as this study that covers the entire population in this region as this study covered only women.
2. This study can also be replicated in other counties in Kenya so as to compare the findings.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear Respondent,

I am Koech Fidelice Chepngetich, a postgraduate student in the school of Journalism at The University Of Nairobi pursuing Master of arts in Development Communication. I am currently carrying out research to find out Radio listenership among women in rural areas in Kipkelion West sub-County, Kericho County. **Instructions:** Place a tick (v) in the bracket in front of the most appropriate response. Where explanation is required, use the space provided. **DO NOT WRITE YOUR NAMES ANYWHERE IN THIS DOCUMENT**

SECTION A-GENERAL INFORMATION

Kindly Tick (v) appropriate answer

1. Age bracket

Less than 20 years ()

20-30 years ()

31-40 years ()

41-50 years ()

51-60 years ()

More than 60 years ()

2. What is your academic level?

Primary ()

Secondary ()

Tertiary ()

University ()

Never been to school ()

3. What is your marital status?

Married ()

Single ()

Separated ()

Widowed ()

Divorced ()

4. What is your Occupation/Source of income?

Unemployed ()

Farming ()

Teaching ()

Trading ()

Health worker ()

Other, specify ()

5. For how long have you lived in Kipkelion West constituency?

Less than 5 years ()

5-10 years ()

11 – 15 years ()

More than 150 years ()

SECTION B: RADIO LISTENERSHIP AMONG WOMEN

1. a) Do you have a radio in your household? Yes () No ()

b) Do you listen to radio? Yes () No ()

2. If yes how often do you listen to radio

a) Daily ()

b) Weekly ()

c) Rarely ()

d) Don't know ()

3. What time of the day do you listen to radio the most?
- a) 6 am to 10 am ()
 - b) 10 am to 2 pm ()
 - c) 2 pm to 6 pm ()
 - d) 6 pm to 10 pm ()
 - e) 10 pm to midnight ()
4. Why do you listen to radio at the time stated in Q.4 above and which radio station is that?
- a) My favorite presenter is on air ()
 - b) That is my leisure time ()
 - c) My favourite program is aired at the time ()
 - d) For companionship ()
 - e) Other, please state
5. In a day approximately how many hours do you spent listening to radio. Please tick where it is appropriate
- 1-4hours ()
 - 5-9hours ()
 - 10-14 hours ()
 - 15-19 hours ()
 - 20-24hours ()
6. Which device do you mostly use to listen to radio?
- a) Radio set ()
 - b) Mobile phone ()
7. Which is your most favorite radio station?
- a) Kass FM ()
 - b) Changei Fm ()
 - c) Kitwek Fm ()

- d) Radio injili Fm ()
- e) KBC Radio Taifa ()
- f) Citizen Radio ()
- g) Milele Fm ()
- h) Sayare Radio ()
- Others

8. Why do you prefer this radio station or why is it your favorite?

9. Women participation in phone in radio programmes
- 1. a) Have you ever called a radio station? YES () NO ()
 - 2. b) If YES which stations MOSTLY and how many times?
 - 3. a) Have you ever sent an SMS to a radio station(s)? YES () NO ()
 - 4. b) If YES, which stations and how many times?

SECTION C: CHOICE OF RADIO PROGRAMMES AND STATIONS AMONG WOMEN IN KIPKELION WEST CONSTITUENCY

1. What is your most preferred type of radio programmes/which programmes on Radio do you like listening to most
- i) Agricultural programmes ()
 - ii) Health programmes ()
 - iii) Comedy/Drama ()
 - iv) Religious programmes ()
 - v) News/current affairs ()
 - vi) Political programmes ()
 - vii) Entertainment/music programmes ()
 - viii) Death and funeral announcements ()
 - ix) Greetings ()

2. Name your most favorite programme and the radio stations they appear on

a) Do you discuss your favorite programmes with others?

Yes () No ()

b) If yes, answer the following

(1- Always, 2- Sometimes 3- Rarely)

	Always	Sometimes	Rarely
Do you have any problem with radio programmes/broadcast?			
Do you have any suggestions for improvement of Radio programmes?			

SECTION D: PREFERENCE OF RADIO TO OTHER MASS COMMUNICATION MEDIA

1. Do you read a news paper?

a) Yes ()

b) No ()

2. Do you own a Television?

a) No ()

b) Yes ()

3. If yes how often do you watch it?

a) Daily ()

b) Weekly ()

c) Rarely ()

4. Rate the following reasons for your preference of radio over other mass communication media.

Reason for Preference	Least Extent	Moderate Extent	Great Extent
It is easy to understand			
It is unbiased.			
It is cheap.			
It is portable			

SECTION D: GRATIFICATION/SATISFACTION DERIVED FROM LISTENING TO RADIO PROGRAMMES

1. What is your **main** reason for listening to the radio?

- a) For Information ()
- b) For Entertainment ()
- c) For Relaxation ()
- d) For Education ()
- e) For companionship ()
- f) For emotional release ()
- g) For social interaction ()
- h) For passing time ()
- 1) Other, please state

Thank you for your participation

APPENDIX II: FOCUS GROUP DISCUSSION GUIDE FOR THE WOMEN

1. What is your favorite radio station and why?
2. What is your most preferred type of radio programs and which station do you like listening them on.
3. What do you think should be done to improve radio programs?
4. Several languages are used on radio. Which language do you prefer listening to most?
5. What challenges do you have in accessing radio?
6. What are reasons for your preference of radio over other channels i.e. Television or newspaper?
7. To what extent does listening to the radio impact on your life?

APPENDIX III: CERTIFICATE OF FIELD WORK



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REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 26.05.2017 in respect of M.A./Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/81393/2015

Name: KOECH FIDELICE CHEPNGETICH

Title: RADIO LISTENERSHIP AMONG WOMEN IN KIPKELION SUB-COUNTY

DR HEZRON MUGAMBI
SUPERVISOR

SIGNATURE

16.06.2017
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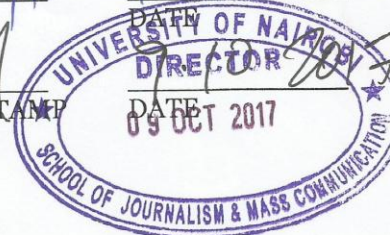
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PROGRAMME COORDINATOR

SIGNATURE

17.06.2017
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Dr. Naliti Ndati
DIRECTOR

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APPENDIX IV: CERTIFICATE OF CORRECTIONS



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REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 10/10/2017 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/81393/2015

Name: KOECH FIDELICE CHEPNGETICH

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08/12/2017
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APPENDIX V: CERTIFICATE OF ORIGINALITY

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