

[Media Reports on Locally Produced Goods and Audience Perception: A Study Of Lagos, Nigeria](#)

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Abstract

The media publish news and reports that seek to influence the decision-making dynamics of their audience. This study transposes these agenda-setting and social responsibility tasks to the attention that the media pay to locally made goods in Nigeria in their content. It zeroes in on the availability and worth of made-in-Nigeria products, and the influence that media reports in these areas have on the audience perception of these products. The research method adopted was the survey, using a questionnaire as the instrument for data collection. Results show favourable media reports about the *availability* and *quality* of made-in-Nigeria products, leading to more audience awareness and corresponding satisfactory opinions. However, the media would have to increase the information and education content on the two variables for the sustenance of, and improvement on this promising outcome. Doing so can significantly help to retain the audience that place value on the outcome.



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