



ANALYSIS OF MAIZE MARKETING EFFICIENCY IN BAUCHI METROPOLITAN LOCAL GOVERNMENT AREA OF BAUCHI STATE, NIGERIA

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ABSTRACT

The study examined the Efficiency of Maize Marketing in Bauchi Local Government Area, Bauchi state of Nigeria. A multi stage sampling techniques was used to select 120 respondents. Data were collected using structured questionnaire and analysed using descriptive statistics and budgeting model. The result revealed that majority (59.17%) of the respondents fell within the age bracket of 16-45 years with the mean age of 42.75., Most (90.83%) of the were male and married (73.33%) with mean household size and marketing experience of 12 persons 11.5 years, respectively. The marketing efficiencies of maize in both surplus and scarcity period was found to be 19.14%, and 10.15% respectively. This implies that maize marketing was very efficient and favourable since the marketing cost had been covered. The results further revealed that inadequate storage/preservation facilities, inconsistency and poor price, inadequate credit facilities and poor transportation facilities ranking 1st, 2nd and 3rd respectively.as major constraints to maize marketing in the study area. In conclusion, the marketing efficiency was found to be very efficient and favourable since the marketing cost had been covered by the net income It is recommended that Maize marketers should be enlightened and assisted on how to have good preservation and storage facilities as well as access to formal credit from bank and other financial institutions in other to expand their businesses.

Keywords: Analysis, Marketing, Efficiency and Maize

INTRODUCTION

Maize (*Zea mays L.*), originated from South and Central America known in many English-speaking countries as corn, is a grain domesticated by indigenous people in Mesomari (Bulgaria) in prehistoric times. It plays a very important role in the agricultural market and economy of Nigeria. It serves as human food, livestock feed and raw materials for cottage and other industries. Maize is a food security item. It is one of those crops that enjoy no class distinction, age, taboo and religious sentiments in its consumption; it is food for all. This makes it a highly demanded commodity and a good business (Abubakar, 2007). Marketing thus constitute a bridge between production and consumption (Olukosi *et al.*, 2007). A good marketing system ensured adequate supply and efficient distribution of farm produce. This is archived by getting goods and services to the final consumers at the proper place, time, and form and at the lowest possible price. An efficient marketing system has been described as the most important multiplier of economic development, marketing provides income and a source of live hood to the farmers, marketing agencies and other intermediates. It also helps in sustaining the country's economic growth marketing may lower consumers cost by improving distribution efficiency. Agricultural marketing to be more specific looks at the total system of economic activities concern with the flow of agricultural production form producers to final consumers (Olukosi and Isitor, 2004). Kohl's and Uhl (2002), defines agricultural marketing as the performance of all business activities involve in the flow of goods and services from



point of initial agricultural production until they reach/get to the hands of the ultimate consumers. Agricultural marketing involve all the legal, physical or economic services which are necessary to make the product in the form, place, time and price the consumer and middle find acceptable (Olukosi *et al.*, 2007). Maize is the most important cereal in Nigeria and is grown either as a vegetable at the backyard or on the farm (Kehinde, 2015). Maize market is one of the most important food markets in Nigeria. This is because of its high yield potential under a favourable climatic conditions and relatively fertile soil, storable characteristics and diversity of uses; as it can be processed into forms of food. Maize market is characterized by many sellers and buyers usually held in isolated rural market periodically or urban market (Nyako, 1999).

Rapid growth in agriculture is essential for broad based economic growth, but acceleration in agricultural growth requires use of an efficient marketing system (IFDC, 2001). One of the problems cited as constraining the marketing of maize in Nigeria is stagnant marketing technology among Nigerian farming community (Olayide, 2004). It is against this backdrop this research wish to be conducted. The study was therefore conducted to examine the Marketing Efficiency of maize in Bauchi local government Area, Bauchi State, Nigeria. The specific objectives were to:

- i. determine the socio-economic characteristics of maize marketers in the study area?
- ii. determine the marketing efficiency of Maize in the study area?
- iii. identify the constraints associated with Maize Marketing in the study area?

METHODOLOGY

The Study Area

Bauchi is located on the northern edge of the Jos Plateau, at an elevation of 616m. The Bauchi Metropolitan Local Government Area covers an area of 3,687 km² and had a population of 493,810 (NPC, 2006). According to BSADP, (2009), Bauchi State bordered by Kano and Jigawa to the north, Taraba and Plateau to the south, Gombe and Yobe to the east, and Kaduna to the west. It takes its name from the historic town of Bauchi, which also serves as its capital city. The State has been inhabited by various ethnic groups, including the Bolewa, Butawa, and Warji in the central region; the Fulani, Hausa, Kanuri, and Karai-Karai in the north; the Gerawa in and around the city of Bauchi; the Zaar (Sayawa) in the south; the Tangale in the southeast; and the Jarawa in the southwest. Religiously, the vast majority of the state's population (85%) are Muslim with smaller Christian and traditionalist minorities at about 6% and 9%, respectively.

Sampling Procedure and Sample Size

A multi-stage sampling technique was employed. In the first stage, involved purposive selection of Bauchi metropolitan local government area based on their prominence and intensity in the production and marketing of maize. The second stage involved purposive selection of six (6) markets. The selected markets, each based on accessibility and intensity of maize marketers from the study area were; Wunti, Muda Lawal, Central, Railway, Yelwa and Bakin Kura market respectively. The final stage, involved a simple random selection of respondents from each market selected.

In all, one hundred and twenty (120) maize marketers were randomly selected from a sample frame of (317) collected from six (6) markets of the study area. The sampling was done based on proportionately as factor adopted from Mohammed, (2019) and was used in this regards as:

$$S = \frac{p}{P} \times \frac{Q}{1} \dots\dots\dots 1$$

Where:



S = Sample size

p = Population of maize marketers at each location

P = Total population of maize marketers in the study area

Q = Total questionnaire that were administered

Table 1: Selection Procedure of Maize Marketers in Bauchi Metropolis

| LGA/State | Markets | Sample Frame | No. of Marketers |
|----------------------------|------------|--------------|------------------|
| Bauchi L.G.A./Bauchi State | Bakin Kura | 39 | 15 |
| | Central | 74 | 24 |
| | Muda Lawan | 59 | 21 |
| | Railway | 44 | 17 |
| | Wunti | 52 | 20 |
| | Yelwa | 49 | 19 |
| Total | | 317 | 120 |

Source: Pilot Survey, 2021

Method of Data Collection

Data were collected using structured questionnaire which involved Socio-economics as well as the Marketing information of maize marketers.

Method of Data Analysis

The analytical tools used include simple descriptive statistics which include frequency table, percentage and means.

RESULTS AND DISCUSSION

Socio-economic variables play an important role in facilitating agri-business of the marketers. Socio-economic variables covered in this study include; age, level of education, sex, marital status, household size, marketing experience among others. The results from Table 1 showed that majority (59.17%) of the marketers fell within the age range of 16-45 years, with the mean age of 42.75. This indicates that majority of the marketers in the study area were young and energetic and within the productive age, which can be more efficient in absorbing new marketing technics, hence can lead to improvement of their profit margin in the business. Age is described as the period or length of time in which a human has lived (Olukosi *et al.*, 1990). While 30% were aged between 46-60 years with only 10.83% aged between 61-75 years. This result agrees with the findings of (Akinwumi, 2004): The result also revealed that most (90.83%) of the respondents were male, while only 9.17% of the respondents were female in the study area. This indicates that majority of the people involved in marketing of maize in the study area were males followed by females. This result is in line with the findings of Obasi *et al.* (2012). Result also denoted that majority (73.33%) of the respondents were married, 21.67% of the respondents were single, and 3.33% are divorced with only 1.67% of the respondents were widow. The implication of the study is that marital status determines size of the family which influences the decision making of maize marketers in the study area and married people were found to have large family.



Table 2 Socio-economic Characteristics of Maize Marketers

| Variables | Frequency | Percentage | Mean |
|----------------------------|-----------|------------|-------|
| Age (years) | | | |
| 16-30 | 24 | 20.00 | 42.75 |
| 31-45 | 47 | 39.17 | |
| 46-60 | 36 | 30.00 | |
| 61-75 | 13 | 10.83 | |
| Sex | | | |
| Male | 109 | 90.83 | |
| Female | 11 | 09.17 | |
| Marital status | | | |
| Single | 26 | 21.67 | |
| Married | 88 | 73.33 | |
| Widowed | 6 | 05.00 | |
| Household size | | | |
| 1-10 | 62 | 51.67 | 12.14 |
| 11-20 | 40 | 33.33 | |
| 21 and Above | 18 | 15.00 | |
| Education level | | | |
| Primary school | 32 | 26.67 | |
| Secondary school | 63 | 52.50 | |
| Tertiary | 25 | 20.83 | |
| Years of experience | | | |
| 1-10 | 71 | 51.17 | 11.15 |
| 11-20 | 21 | 25.83 | |
| 21 and Above | 18 | 15.00 | |

Source: Field survey, 2021

Note: n=300

This result is contrary to the findings of Kehinde, (2015): where majority of their respondents were single. The household size of maize marketers indicated that more than half (51.67%) had 1–10 persons while 33.33% had between 11-20 persons in their household, and only 15% of respondents had between 21-30 persons in their household with the mean household size of 12 person.. This implies that the respondents in the study area had a reasonable number of persons in their household that can help in supplying the needed labor for agricultural marketing and this might not unconnected with the large number of married people engaged in the marketing of maize in the study area. The result further revealed that majority 52.5% had secondary education, while 26.67% and 20.83% of the respondents had primary and tertiary education, respectively. This indicates that almost all the respondents in maize marketing are educated as they acquire one form of education or the other. As the education level of respondents in the study area is a key factor in the comprehension of extension guides and the adoption of improved marketing techniques. The low educational level of marketers may have affected their ability to read extension guides. Is contrary to the findings of Ukasha, (2021) where most of their marketers acquired informal education. The result from the table also revealed that majority (59.17%) of the respondents had 1-10 years of marketing experience while 25.83% and 15% had 11-20 and 21-30 years of experience in maize marketing, respectively with mean experience of 11.5 years. This indicates that the respondents are experts in Maize marketing. There is high level of experience in maize



marketers among Bauchi metropolis marketers which suggests that their managerial ability in terms of managing marketing risks and uncertainties such as price fluctuations, time changes, and so on. The result agreed with the finding of Mohammed, (2019) and similar to that of (Ingawa, 2005).

Table 3: Maize Marketing Efficiency of Wholesalers in the Study Area

| Variables | SURPLUS | SCARCITY |
|--------------------------|------------|------------|
| | Amount (₦) | Amount (₦) |
| Purchase price | 1430413.2 | 1538455.2 |
| Resell price | 1775640 | 1712303.8 |
| Value added | 345226.8 | 173847.6 |
| Total marketing cost | 462.34 | 526.35 |
| Marketing efficiency (%) | 19.44 | 10.15 |

Source: field Survey, 2021.

The analysis of marketing efficiency shows the performance and profitability of maize marketing in the study area. Table 3 shows the analysis of marketing efficiency in Bauchi metropolis markets. The result indicated the value added cost of ₦ 345226.8 and ₦ 173847.6 in respect of surplus and scarcity periods respectively. The result further obtained the marketing efficiencies of maize in both surplus and scarcity period as 19.14%, and 10.15% respectively. This implies that maize marketing was very efficient and favourable since the marketing cost had been covered by the net income, thus there any tendency of getting more profit in the business. The result is in line with the findings of Akinwumi, (2004) in his study of marketing efficiency on farms in Northern Nigeria.

Table 4 Distribution of Respondents According to Constraints

| Constraints | Frequency | Percentage (%) | Rank Order |
|--|------------|----------------|-----------------|
| Inconsistency and Poor Price | 38 | 31.67 | 2 nd |
| Inadequate Credit Facilities | 23 | 19.17 | 3 rd |
| Inadequate Storage/Preservation Facilities | 46 | 38.33 | 1 st |
| Poor Transportation Facilities | 13 | 10.83 | 4 th |
| Total | 120 | 100% | |

Source: Field survey, 2021.

Table 4 shows the Constraints associated with the marketing of Maize in the study area. The result indicated that inadequate storage facilities as the major problem affecting marketers which constituted about 38.33% of the marketer's responses (ranked 1st), followed by inconsistency and poor price with 31.67% (ranked 2nd). The results further revealed that 19.17% (ranked 3rd) and inadequate credit facilities was 10.83% (ranked 4th) as the constraints to maize marketing in the study area. This maybe as a result of poor road network linking the rural maize markets to the urban centres of the study area. The combine effect of these problems on the marketing system could bring about a distortion in the structure, conduct and performance of the marketing process. Hence, this could lead to the reduction in profit margin of the marketers and consequently, discourage the present and prospective marketers of the commodity in participating in the enterprise in the study area. The result was in agreement with that of Ukasha, (2021) who reported that inadequate credit facilities, poor



prices and inadequate storage facilities were the major problems facing maize marketers in their study area and contrary to that of (Edache, 2000).

CONCLUSION AND RECOMMENDATION

Based on the findings of the study that marketing in the study area is efficient because marketing cost had been covered by the net income. Marketing in the study area were constraints by inadequate storage/preservation facilities, inconsistency and poor price, inadequate credit facilities and poor transportation facilities ranking. It is recommended that Maize marketers should be enlightened and assisted on how to have good preservation and storage facilities as well as access to formal credit from bank and other financial institutions in other to expand their business.

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