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Effects of Market Periodicity on the Supply of Agricultural and Manufactured Products

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Abstract

The study examined the effect of market periodicity in the supply of agricultural and manufactured goods. The need data were collected using fourteen item questionnaires with other sub items with inclusion of oral interview and personal observation. A total sample of 100 was selected for this descriptive study using random sampling method to select respondents. The data gathered were analyzed and visually present with appropriate graphs, table maps. The study revealed that the itinerant traders faced. The problem of poor transport system, distance from the production points to the available market in the town and low population that hindered effective transaction. All these accounted for scarcity of goods in most local markets. The findings emphasized that studies of this nature are important. Since a better understanding of system will provide information for formulating a more effective market policy. Some change may enable marketing cost to be reduced, such as improving the layout and quality of physical facilities in the market and road improvement and the construction of new feeder roads. New market should be located in a way that will minimize cost of moving good in other to facilities both the distribution of agricultural produce and manufactured goods to people.

1. Introduction

Periodic marketplace form an integral part of the spatial economic system of most rural communities. The market place that is known as a physical institution for the exchange of goods and services lies at the core of the spatial organization of rural society. The network of market place that is connected by flows of commodities traders and rural prodders/seller shapes the area system within which the rural economy functions. Although, the trend in the expansion of who demand for god stuff has stimulated the direct sale of product to urban consumer by same rural products the vast majority or producers still enter the marketing system through local periodic markets. Rural marketing system is the most complex from of marketing which occurs where people meet periodically in some original manner to buy and sell good to satisfy needs as well as exchange information with relative friends and strangers. These rural markets serve as local points for collecting products to be transported to urban area. (Shepherd, 1958)

Most periodic market in most rural communities are based on traditional agricultural marketing system which encourages the participation on a large numbers of individuals at the various types to markets and exchange point where the marketing services of assembly, storage, transportation, and break of bulk are performed. The process is highly dependent upon the structure of production, which is characterized by many widely scattered small farmers who brought small qualities to the market. Purchase on the market channel

typically occur is very small amounts given such and demand conditions marketing to necessarily a difficult and time consuming business. In view of their important role, no plan for the transformation of rural economics can afford to ignore periodic market system. It is thus useful to analyze operation and location principles of markets with emphasis on their efficiency. Farming is the mainly of rural economy through which food crops and cash crops cultivated. Most periodic markets are far from points of production and because of this, the perishable item produced by most farmers due to lack and or inadequate storage facilities can only be said in the local periodic markets. The rural farmers are located in remote area where farming is practiced by them. In essence, they are far from daily markets which are permanent and continuous in their operation. The low population density of the rural society also does not support continuous trading activities. The remote term of road or farms are not adequately linked in term of road network. At the peak of farmer's harvest, distribution of farm produce become impossible as many roads are washed out off by run or most especially during the wet season. Due to this, the available periodic markets would not be adequately linked for the sales of agricultural produce. In addition the vehicles that ply form roads are old, slow and unreliable and change are high and this does not allow most farmer (producers) to make good choice of moving to markets when there is need to sell their farm produce just to reduce or avoid over head cost which is not reduced or avoided would bring loss. (Hay, 1971)

Most periodic markets in rural towns are not meeting up with the normal sales of agricultural produce. Into the factors which contributed to inadequate functioning of the markets allows for more effective planning targeted at improving market operation and adequate sales of agricultural produce.

In essence farming is pre-dominantly practiced at substance level while a few of the people are involved in mechanized farming. Farming was major occupation for able bodied and willing youth few generation ago (Borber, 1986) although educational opportunities enable youth to leave the area and search for economic opportunities in the formal sector (Awosiyani, 1990), leaving the farms to middle aged and elderly men, with the present economic down town in the country more you are returning to farming.

The main aims of this study are to identify the contribution of periodic markets to the supply of agricultural produce is to identify types of agricultural produce commonly produce by farmers, determine whether most farms are far or close to the existing market, and to identify factors that determine the choice of market both farmer and consumers. However, large aggregate population of rural inhabitants resides in small scattered villagers, and its therefore highly dispersed very often the population density is below the threshold required to support some essential economic and social service of the rural economy. An even some of the facilities that can support at lower level population density dispersed population imply greater distance between inhabitants and facilities Olatunbosun (1993). Analysis of rural market was also done in Northern Nigeria based on accessible rural markets which are

located on or near motorable road which also serves the village and local community. These rural markets serve as local point for collecting products to be transported to when area through which the urban population is cared for. These types of market usually meets only once, or at the most twice a week and draws farmer and local traders in many cases form distance of 16 to 24 km. A typical day at an accessible rural market will find producers. Local assemblers, transport and village retailer all actively participant in product exchange. It is also observed that the rural areas in spite of the large population have remained largely inaccessibly problems. These problem arise because transport service are few and far between (Ikporukpo, 1998, 1990). In a recent study in cross river state, it was found that the incidence of bad, inaccessible and seasonal road is in rural area (69.8%) than urban area (0.2%) (Development Policy Centre, 1997). Hay (1975) argued on the conditions of the rural communities that their very existence is threatened by remotes poor roads, and risks associated with primary population. Indeed, much of the transportation network in rural areas comprises footpaths and narrow earth roads. Movement is mainly on foot along the farmer, and it had been observed that in some rural area, people trekked distance of up to 16 kilometer of more to the nearest motor roads where vehicle transportation was available. Hence, greater distance between the rural dwellers (buyers and sellers) and the available facilities (markets) where exchange could take place. Therefore, periodic marketing system is required for exchange of goods.

Spatial Distribution of Markets. Hodder, (1961) worked on the theory of spatial organization of periodic markets. He was able to do this by bringing art the nation of the markets ring. He originally suggested that in a 4 days marketing system, set of four adjacent markets might be grouped together and viewed as ring. Daly *et al* (1975) worked on the spatial distribution and organization in Ibarapa markets. It was found at the time of the study that the there were fifty-five market in the division, nineteen of which were town market and the remaining thirty-six rural markets. All the markets operated on a one in four cycle. Gana (1973) worked on the location pattern and function of periodic market in Zaria of Nigeria and he had the opinion that 'effecting rural development', the spatial pattern and operational principles of rural markets cannot be overlooked. He further said that to facilitate a greater of goods and service, the rural transport network needs to be substantially or adequately improved.

Weston (1994) pointed out that having to travel long distance to reach producers discourages use of service. Another study was carried out on isolated rural markets (I.R.M) which are defined as market that are in accessible to motor traffic. These markets serve mostly in village and community needs. In these, the common modes of transport are fast, bicycle and donkey in Northern Nigeria with 1,200 to 1,500 people in attendance on an average market day. The range of people coming to the market was between 8km radius of the market and 16km away with the threshold of 75% and 8% respectively. However, large aggregate population of rural inhabitants resides in small

scattered villagers, and its therefore highly dispersed very often the population density is below the threshold required to support some essential economic and social service of the rural economy.

Compare (1993) observed that when a large new group arrives, serves and supplies often are not available to meet the increased demand. Analysis of rural market was also done in Northern Nigeria based on accessible rural markets which are located on or near motorable road which also serves the village and local community. These rural markets serve as local point for collecting products to be transported to when area through which the urban population is cared for. These types of market usually meet only once, or at the most twice a week and draws farmer and local traders in many cases form distance of 16 to 24 km. A typical day at an accessible rural market will find producers. Local assemblers, transport and village retailer all actively participant in product exchange.

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It is even confirmed that poor transportation is one of the many factors responsible for the periodic reach at people to where they suppose to exchange idea and goods.

According to Olatunbosun (1915) it is a known fact that rural area noted for low density and poor stated of road, which are mostly un-tarred and are therefore seasonal. Indeed, much of the transportation network in rural areas comprises footpaths and narrow earth roads. Movement is mainly on foot along the farmer, and it had been observed that in some rural area, people trekked distance of up to 16 kilometer of more to the nearest motor roads where vehicle transportation was available. Hence, greater distance between the rural dwellers (buyers and sellers) and the available facilities (markets) where exchange could take plac4e. Therefore, periodic marketing system is required for exchange of goods.

Stine (1962) suggested that movement traders rounds a specific cycle of markets represents an attempt to overcome the restricted range of goods in situation of high relative transport cost and demand or supply. A survey was also carried our study the movement patterns to, through and with Ibarapa market under which three categories of people were interviewed, that is the lorry drivers, sellers both farmers exporting produce and professional trade importing clothing condiments hardware, and buyers including consumers and petty trader moving small amount of produce around local market as well as the professional assemblers bulking food stuffs for great wholesaler. This allowed the links that a markets begin to come to life about 8.00am-10.00am. It is generally in full swing. Some of the more remote bush markets however do not begin until about noon. Trade begins to slacken as the afternoon wears on and all business concluded by 5.00pm (Daly *et. al.* 1975).

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of periodic markets. He was able to do this by bringing art the nation of the markets ring. He originally suggested that in a 4 days marketing system, set of four adjacent markets might be grouped together and viewed as ring. Daly *et. al.* (1975) worked on the spatial distribution and organization in Ibarapa markets. It was found at the time of the study that the there were fifty-five market in the division, nineteen of which were town market and the remaining thirty-six rural markets. All the markets operated on a one in four cycle. Gana (1973) worked on the location pattern and function of periodic market in Zaria of Nigeria and he had the opinion that 'effecting rural development', the spatial pattern and operational principles of rural markets cannot be overlooked. He further said that to facilitate a greater of goods and service, the rural transport network needs to be substantially or adequately improved.

Shepherd (1958) discussed the nature of rural markets under which periodic market system were ranked as the next most complex system of marketing which could be found, where people meet periodically in some organized manner to buy and sell goods to satisfy their need as well as exchange information with relatives, friends and strangers. This has resulted in the rural village market which is widely known as Northern Nigeria.

2. Materials and Methods

Survey research in adopted for the study; primary and secondary data were collected. The primary data were collected by the researcher, while secondary data were collected from textbooks, journals and magazines. The research instruments for this study were close observation, Oral interview and questionnaire. The questionnaire was used to test research questions that comprises two sections; section A for bio data of the respondents while section B for commodities commonly found in the markets. The study population involved the farmers, who were both the producers and suppliers of commodities brought to the markets and buyers of other commodities, especially manufactured goods. In all one hundred respondents were selected randomly. Twenty respondents were randomly selected on each of the five major markets in the study area. Out of the twenty respondents selected in each of the major markets, ten farmers/sellers and ten consumers/buyer were given questionnaire to fill. The questionnaire were administered personally by the researcher, with the cooperation of sellers and buyers in each of the markets, this enable the researcher to provide answer to the research questions during course of the study. The result of study was analyzed using appropriate statistical techniques (frequency table and percentage). By this, the frequency table and percentage were used. Result of the finding was frequency wing chart and appropriate graphics.

3. Result and Discussion

3.1. Bio Data of Respondent

From the data obtained and analyzed (Table 1). It revealed

that more female attend periodic market than male since 52% (52 respondents) were females while 48 (48 respondents) were males. Furthermore, it could be deduced from the data analysis that illiterates without western education dominate the study area. This is confirmed by the analysis which show that 40% of the respondents were without any education qualification or background. This indicates that period market offer opportunity to illiterates without western education to go into trading. It was also revealed that traders with primary school qualification fowl other illiterates in descending order of education distribute of traders table, while secondary and tertiary education occupied the least in the table, this proves that the secondary and tertiary attendants periodic market are either for buying of good and for sales of finished products. A cross analysis of the sources of commodities in Towobowo and Oja-oba periodic market shows that most items of trade came from the rural areas where cultivation food and cash crops, and nomadic farming are practiced. The sale and butchering of cattle is normally in Towobowo while the sale of provision and finished goods are practiced in Oja-Oba periodic market.

Table 1. Distribution of respondents by socio-economic profile.

	Number of Respondents	Degree
Sex		
Male	48	48
Female	52	52
Education		
None	40	40%
Primary	30	30%
Post Primary	20	20%
Tertiary	10	10%
Commodities		
Within the market	40	40%
Village	10	10%
Outside Oyo	50	50%
Total	100	100%

Sources: Field work

3.2. Types, Contributions, Problems and Solution to Periodic Market

Although, there are various types of periodic market found in Oyo State and Oyo Town in particular ranging from five days to eight days interval. However Towobowo and Oja—Oba periodic markets interval. This will enables traders both buyers and sellers to exchange their products with maximum easy. (Table 2). The saying economic development likes in the development of market enterprises is worth saying. (Table 2). This is further corroborated with the fact revealed from the analysis of data that a periodic market plays a vital role in economic development. Obviously, Towobowo and Oja-oba markets play a vital role in creating employment opportunity since about 50% of respondents agreed with this. However, generation of income occupied the text position, following by sources of revenue which is 25% of the distribution table and lastly other such as tourism recreation, research etc. Dominate 8.33% of the roles played by periodic market to the economic development of an area. Upon the vital roles played by the

periodic market, it was also revealed that there are certain problems militating against its smooth operation such as inadequate space, government polity, inadequate good road and other. However, inadequate space occupies the major problem confronting periodic markets since 40% of respondents agreed with the distribution table while inadequate roads (42%) also serves as a great barrier. Government policy also serves as a problem to the operation of periodic markets since 8% of respondents agreed that government policy is a problem being faced by periodic markets while others known problems are inadequate electricity and inadequate water supply among other. Furthermore, the greatest problem faced by traders of periodic market is mode of display of their commodities and how to store their item of trade. Having examined the problems of the periodic market it was reasonable to analyze the solution to the highlighted problems (Table 2). In view of this, it was the believe of the respondents that the first and important solution to the problem is to provided adequate space for traders, 37.5% agreed with while 29.17% also say construction of good road would solve the problems and 20.83% suggested adequate government policy on market. It is therefore, obvious that a combined solution is the problems as suggested by the respondents would enhance the development of periodic markets.

Table 2. Types, contribution, problems and solutions of periodic markets.

	Number of Respondent	Percentage (%)
Interval of market Period		
5days	100	100
6 days	0	0
8days	0	0
Economic Contribution		
Generate Income	10	10%
Employment generation	50	50%
Sources revenue	25	25%
Other (specify)	15	15%
Problems of Market		
Inadequate space	10	40%
Government Policy	8	8%
Inadequate good road	42%	42%
Other (specify)	10	10%
Solution to the problem		
Stable Government Policy	25	25%
Provision of Adequate Space	45	45%
Construction of Good Road	15	15%
Other (specify)	15	15%
Total	100	100

Source: Field work

4. Conclusion

The study revealed that women that are 70% of the respondents were mostly found in selling and buying of commodities in the available local market in the study area. These who did not have any educational attainment, that is 39% found the majority of the people found in most market when compared to people found in the educational level or the other. The study also revealed that agricultural produce in the market were mainly food crops and this supports the opinion of in his

classification of the country's rural area which serve immediate hinter lands that produce food crops for her urban market and the distribution of manufactured goods from urban centre. Many reason for visiting the periodic rural markets were given ranging from wanting to sell produce to sell produce to buy produce/commodities, to interact with friend and to study prices of commodities and these conform with the sole function of periodic market as pointed out by Gana (1973).

The result of the study showed the reason why other market were being visited and these were stated as wanting to solve the problem of low population which supports the work of Olatunbosun (1975). Other are 'Supply low to meet element' demand low to meet supply' because of interval arrangement of market' which did not support continuous trading are all line with stored and composed . Some of the respondents said they were usually faced into problems before getting to the local market. The problems mentioned were 'most roads to our farmers are not good', distance from production point too far to the market' vehicles a times failed to carry goods' rainfall disturbed trekking etc. these findings support the works of Compare (1993), Ikporukpo (1988) and Olatunbosun (1975). Some of the respondents said they were usually faced with problems before getting to the local market. The problems mentioned were 'most roads to our farms are not good' distance from production point too far to the market' vehicle a times failed to carry goods' rainfall disturbed trekking etc.

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