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Marketing Efficiency of Eggs in Sokoto Metropolis

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Abstract

The study is the marketing efficiency of egg sellers in Sokoto metropolis. A structured questionnaire serving as the primary instrument for data collection was used in the collection of data from purposively selected 30 wholesalers, 30 retailers making a total number of 60 respondents. The data collected were analyzed using a descriptive statistics and marketing efficiency model. The result showed that only 20% and 23.3 in wholesalers and retailers respectively take part in the marketing of egg. Marketing efficiency in the selected location of Sokoto metropolis show that Shagon Goro has the highest marketing efficiencies in both wholesalers and retailers of 1.208% and 1.219% respectively as a result of close proximity to the terminal market. Numbers of problems encountered by marketers were identified in the course of the research.

Keywords: Efficiency, marketing, wholesalers, egg and retailers

Introduction

Poultry egg contributes to the palatability of many dishes by adding about the same amount of animal protein (Alabi and Isah, 2002). Low animal protein intake has remained a major human nutritional problem in Nigeria, especially for low income and non-wage earners. To increase the production of poultry products and to ensure that these products get to the final consumers, there is need to encourage its marketing. Marketing is the sum total of all business activities involved in the movement of commodities from a production point to a consumption point (Adekanye, 1988). According to AMA (2007) and Dixie (1989), marketing is the activities, set of institutions and process for creating communication, delivering and exchange offerings that have value for customers, client, partners and society at large.

The main objective of this study is to determine the marketing efficiency of eggs in Sokoto metropolis.

Materials and Methods

The study was conducted in Sokoto metropolis because of its higher population in the state, making it potential of higher demand for agricultural products such as poultry products. Sokoto state is located in Sudan savannah zone in the north western part of the country; Nigeria between longitude of 4° 8' E and 6° 54' E latitudes 12° 0' N and 13° 56' N (Mamman et al., 2000). The research identified the points where marketing of eggs in wholesales and retails are taking place. The selected places were formed the sample frame of our study area. The places are Shagon Goro, Sokoto Central Market, Kofar Atiku, Gawon Nama, Unguwar Rogo and Mabera. The selection was done purposively due to the concentration of egg wholesalers and retailers in the areas.

Five wholesalers and five retailers from each location were selected randomly making the total number of 30 wholesalers and 30 retailers giving an overall total number of 60 respondents. Structured questionnaire is the instrument used for data collection. Information about socio-economic characteristics of respondents, marketing of egg and its associated problems were collected. Descriptive statistic such as percentages and frequency distribution were used in analyzing the data. Marketing efficiency was determined using marketing efficiency model.

The marketing efficiencies of selected areas were computed by multiplying the quantity of egg sold by the unit price after which was divided by the total cost constituting transportation, labour costs and cost of purchase. According to Arene (1998), marketing efficiency (ME) is calculated as;

$$ME = TR/TC \times 100 \dots\dots\dots (1)$$

Where TR = Total revenue

TC = Total cost

ME = Marketing efficiency

Results and Discussion

The socio-economic characteristics are those features that aid or influence the decision making ability, capacity to work, level of operation and generally the business activity of the respondents. These include age, level of education and marital status of the respondents. Age is an important socio-economic characteristic that determine human's physical fitness and the energy which is required almost in every phase of life and economic activities. Table 1 shows the distribution of wholesalers and

retailers according to age. The Table indicates that seventy five point nine percent (75.9%) of wholesalers fall between the age ranges from 26-35, while 60% of retailers fall between the age's ranges of 26-35 this entails that the majority of egg sellers were in their productive age and will allow them cope with stress encountered in marketing of eggs.

Table 1: Distribution of wholesalers and retailers according to age

Age Years	Wholesaler's		Retailers	
	Frequency	Percent	Frequency	Percent
18-25	-	-	4	13.3
26-35	22	75.9	18	60.0
36-45	8	24.1	8	26.7
Total	30	100.0	30	100.0

Source; Field survey, 2017

Table 2 shows that, only twenty percent (20%) and twenty three point three percent (23.3%) females were wholesalers and retailers respectively, most of which are non-indigene, took part in egg marketing. Table 2 also shows that the percentage of women who retail egg is more than those who are engaged in wholesale because the women involved in retailing own their own shops in their respective homes. Hence, fewer women are involved in the wholesale activities in the area. The Table 2 shows that forty three point three percent (43.3%) of the wholesalers are married, fifty six point seven (56.7%) of them are single. On the other hand, while eighty percent (80%) of the retailers are married, twenty percent (20%) of them are single. But the table reveals that those who are married constitute the majority.

The educational level of the respondents is also an important socio-economic characteristic as it determines the level of wholesalers and retailers adoption of new innovations in the course of marketing of egg and other agricultural products. The table 2 shows that forty three point three percent (43.3%), sixteen point seven percent (16.7%) and forty four percent (44.0%) of wholesalers, retailers attained western education to secondary level before venturing into the business of egg marketing.

Table 2: Distribution of respondent according to sex, marital status and educational level of the respondents

Sex	Wholesalers		Retailers	
	Frequency	Percent	Frequency	Percent
Male	24	80.0	23	76.7
Female	6	20.0	7	23.3
Total	30	100.0	30	100.0
Marital status				
Single	17	56.7	6	20.0
Married	13	43.3	24	80.0
Divorced	0	0	0	0
Total	30	100.0	30	100.0
Educational level				
Primary	6	20.0	1	3.3
Secondary	13	43.3	5	16.7
Tertiary	4	13.3	5	16.7
Qur'anic	7	23.3	19	63.3
Total	30	100.0	30	100.0

Source; Field survey, 2017

The marketing efficiency measures was presented in Table 3 which is concerned with the improvement in operations of buying and selling throughout the distribution channels (Ejiga, 1979). The wholesalers are dominated in ShagonGoro while the retailers were dominated in kofarAtiku, UnguwarRogo, GawonNama, central market, ShagonGoro and Mabera. Table 3 shows that ShagonGoro has the highest marketing efficiency both in wholesalers and retailers of (1.208%) and (1.219%) respectively. The high efficiency is probably due to close proximity to the terminal market where less transportation cost is incurred.

A quite number of problems of egg marketing in the study area were identified as constraints being faced by the respondents. The problems are transportations which include (Lack of good roads, high cost of transportation), labour and inadequate/lack of storage facilities (like unfavorable weather to the egg breakage of egg in stock). From the results in Table 4, it reveals that seventy three point three percent (73.3%) of the wholesalers, sixty six point seven percent (66.7%) of the retailers

revealed that inadequate/storage facilities posed the major problem to egg marketing. This is probably due to poor egg shell formation, poor handling by marketing agents and being employed as well as the means by which the eggs are being transported, as such lead to losses and reduction in profits.

Table 3: Marketing efficiency according to wholesalers and retailers in Sokoto metropolis

S/N	Area	Wholesalers	Retailers
1	ShagonGoro	1.208	1.219
2	Central Market	1.143	1.158
3	KofarAtiku	1.164	1.176
4	GawonNama	1.123	1.147
5	UnguwarRogo	1.121	1.187
6	Mabera	0.457	0.876

Source; Field Survey, 2017

Table 4: Problems of egg marketing faced by respondents

Problem faced	Wholesaler's		Retailers	
	Frequency	Percent	Frequency	Percent
Transportation	-	-	9	30.0
Labour	-	-	1	3.3
Inadequate/ storage facilities	22	73.3	20	66.7
Transportation and Labour	8	24.1	-	-
Total	30	100.0	30	100.0

Source; Field survey, 2017

Conclusion

Based on the research, it is concluded that the distribution channels of egg in Sokoto metropolis plays an important role in the marketing of eggs, as the wholesalers and retailers serving as intermediately, brings the producers produce closer to the consumers. This has been due to low supply of eggs by poultry farmers within the metropolis which has now call for more from another state. This accomplished by marketing intermediaries whom eggs are being supplied to in bulk and letter makes it available to the consumers. However the success of any poultry farm producing eggs for consumption depends on effective channel of distribution.

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