

Factors influencing market choices for uptake of agricultural commodities among patrons at open-air and modern markets in Ibadan metropolis, Nigeria

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ABSTRACT

The study explored factors that influence market choices for uptake of agricultural commodities among patrons in open air and modern markets in Ibadan metropolis, Nigeria. One hundred and eighty-two respondents, comprising 94 and 88 patrons from modern markets (MM) and open-air markets (OAM), respectively were purposively sampled based on availability, willingness to participate in the survey and frequency of patronage at sampled markets within a period of one month prior to the time of study. Data collected using semi-structured interview schedule were summarised using mean, frequency counts and percentages. Patrons at both market types were generally young and middle-aged adults with mean ages of 30.3 ± 6.7 and 27.9 ± 9.2 years for OAM and MM respondents, respectively. More than half of respondents (71.6% and 51.1% for OAM and MM, respectively) were female. More respondents with higher income patronized the MM than the OAM. Availability of wide range of sellers of same commodity (3.7 ± 2.3) and opportunity to bargain prices (3.6 ± 2.0) ranked highest of the motivating factors among the OAM patrons, while clean and conducive environment (3.7 ± 2.1) and the opportunity to make payments using Point of Sale Service (3.5 ± 1.8) were major motivating factors for MM patrons. Majority of respondents from both OAM and MM, respectively, preferred to purchase tubers (90.0% and 87.2%) and grains (81.8% and 73.4%) from open air markets. Similarly, 50.0% and 78.7% of respondents from OAM and MM, respectively preferred to uptake animal protein from modern markets. Dirty and unhygienic environment (2.6 ± 0.6), unavailability of parking spaces (2.5 ± 0.7) and poor protection from extreme weather conditions (2.5 ± 0.8) rated as more severe constraints faced by respondents in OAM. Long queues at payment counters (2.6 ± 0.9) and need to drop off baggage at entry points (2.2 ± 0.7) were major constraints faced by MM patrons. The study concludes that shift in patrons' preference between open air and modern markets is dependent on types of agricultural commodities to buy.

Keywords: Market choice, Agricultural commodities, Open-air markets, Modern markets.

INTRODUCTION

Agriculture has been adjudged as being critical for both human welfare and economic growth in Africa. However, poor households are more in agricultural occupation and participation in agriculture is found to be more predominant in rural areas where majority are small-holder farmers. Corroborating this assertion, FAO (2006) reported that about two-thirds of the population in sub-Saharan Africa live in rural areas and are dependent on agriculture for their livelihoods, yet they live by less than \$1/day. Sequel to this, Diao, Hazell, and Thurlow (2010) opined that the ability of African farmers to create pathways out of poverty and contribute in an active capacity to the growth process depends on improving infrastructure, distributing key technologies and inputs as well as promoting producer and marketing organizations that link small farmers to new market chains. Agricultural practices aimed at achieving high yield and ultimately less food insecurity and more cash in bank without deliberate focus on the means (value chain or supply chain) via which the yields are turned over is more or less like a wasted effort. This is because like any other business, it is not enough to produce and take the

back seat without putting effort to market, promote or advertise as the case may be; the outcome of the production.

Marketing in Agriculture is summarized by Asogwa and Okwoche (2012) as the services involved in moving an agricultural product from the farm to the consumers. Marketing is defined as a process of satisfying human needs by bringing products to people in the proper form and at a proper time and place. Marketing has economic value because it gives form, time, place, utility to products and services. Ikioda (2013), described market places as the major sales points for locally manufactured produce and food crops, which provide a vital link between rural producing areas and urban areas as well as; sustaining farmers and supporting local economies. Ibadan being a metropolitan city brings luxuries and opportunities which are not found in the rural areas. These attractions have resulted in high influx of people as well as more demand for food thus, giving rise to a number of open and modern markets. Traditional markets play a very important role in the socio-economic development of a city in terms of job creations for the less privileged who could not afford tertiary education to have a source of

livelihood. They also help in meeting the need of human survival in terms of provision of food for consumption, social gathering and many others. It is also noteworthy that in Ibadan metropolis, agricultural food systems from processing to packaging to its marketing and distribution is gradually taking a new course with the establishment of massive, well stock-up modern markets or retail stores across the city in the last five to ten years with the presence of pre-cooked, pre-cut, and even ready-to-eat foods thus saving consumers time and energy irrespective of the cost difference.

The existence of these markets has given rise to competitiveness: allowing consumers to have the buying choices to purchases product whether from open air market or modern market. In relation to this, North and Kotze (2004) opined that the existence of both markets have an attribute on peoples buying and shopping choices thereby determining when, how and where to purchase product. Similarly, Betz and Farmer (2016) opined that food choices are replete with values about how society produces; processes; distributes; and consumes food. Consumers act upon these value-based food choices on a daily basis by choosing what food to buy, where to buy it, and how much to spend. Among these choices, the increasing visibility of shopping agricultural produce requires research effort considering the fact that rural farmers produce the bulk of our food yet remain poor or financially handicapped. It is a challenge that needs to be tackled to ensure that they are financially independent and less reliant on government or private institutions for almost all their activities and personal family issues.

Austin Associates (2010) in a report submitted to the Sustainable Agriculture Group of the World Bank asserted that even with all the successes of many African exporters in selling to new markets, without further improvements to their business environments and to the competitiveness of their export commodities, many Sub-Saharan African countries are at a risk of being trapped into producing low-skill, low-value products and services, struggling to obtain a significant value-added share in global trade. It only adds up that raising the productivity and increasing the efficiency of agricultural value chains are fundamental to the success of rural economies in Sub-Saharan Africa and to the growth of incomes of the rural people. The value chain concept as expatiated in the report, acknowledges that production must be linked to demand and the critical role of organizing the flow from farmer to consumer. Meng *et al.* (2014) also asserted that irrespective of the consumer's importance in the food supply chain; the consumer's role has often

times been undermined judging from past studies. Though, market choice and patronage have been widely studied across the world, these studies were however centered more on modern retail store formats which may not necessarily reflect the preferences of various store attributes by Nigerian consumers. Unfortunately, studies in the retail sectors of the under-developed countries have been scarce. Corollary to this is the fact that very few researchers have examined the changing retail outlets from the viewpoint of the consumer.

It is believed that the interests of consumers which are widely responsible for market expansions would help provide important feedback to the farmers through extension agents in order to assist farmers understand the necessary kind of value addition required for maximum profitability. It is against this background that this study explored the market choices for purchase of agricultural commodities among urban households in Ibadan metropolis, Nigeria. The specific objectives of the study were to:

1. ascertain the motivating factors for respondents' market choices,
2. investigate the market preference for purchasing selected agricultural commodities,
3. investigate the constraints faced by respondents in patronizing open-air or modern markets; and
4. identify the socio-economic characteristics of the respondents.

Definition of terms

For the purpose of this study, the following terms as used in the study are defined as follows:

Modern Markets (MM) refer to enclosed organized market environment or an assortment of interesting and quirky stores surrounded by huge asphalt parking lots and access to parks, walking trails, and other attractions where bargaining on the prices of commodities are absolutely disallowed.

Open-air Markets (OAM) refer to a square, a street, or a whole neighborhood of pushcarts, temporary booths, and occasional storefronts, displaying a variety of fresh food items and other goods and usually in open environments where the prices of commodities can be bargained and several business owners market their produce.

Uptake is an act of buying the goods offered for sale at open-air or modern markets.

Patron is a person who buys the goods offered for sale at open-air or modern markets.

Concept of consumer behaviour consists of ideas, feelings, experiences and actions of consumers with additional environmental factors like prices, adverts and recommendations. It is a dynamic process due to the continuous changes in ideas, perception and activities of consumers as individuals or groups (Peter and Olson, 2008). Literature (Blackwell *et al.*, 2001; Solomon, 2006; Peter and Olson, 2008) established the following as possible factors underlining behaviour of consumers:

Family structures: marriages and divorce rates in several countries have effects on consumption habits. For instance, couples with children purchase more health concerned food than singles that prefer junky food. On the other hand, children can change the buying decision of their parents when shopping in a supermarket; therefore, advertisements are more relevant in some countries with young population.

Demographic characteristics: Change in population size, gender distribution, age, birth rates amongst others are of interest to marketers as those also affect the behaviour of consumers.

Socioeconomic status: wealth distribution is important to determine the purchasing power and market potential of specific customers.

Culture: Consumers purchase products and expect them to satisfy their needs even though these needs are differentiating between cultures. For instance, a German company 'Meile' that produces electrical machines introduced a washing machine with high performance and longevity in Europe, Asia and North America. A good sales result was obtained in the first two continents at a high selling price; however, the opposite was the case in the North American market. This is related to the American culture; with a mobile society and continuous change of houses, they do not want to spend too much on this machine category instead they prefer rather cheaper and less efficient ones (Blackwell *et al.*, 2001).

Personal Lifestyle: the lifestyle of an individual is a pointer for purchasing habits and is equally a crucial explanation for how consumers spend money, time and the manner in which a person shows off consumption choice and personal values (Solomon, 2006).

Health awareness: Another trend in developed countries is the alteration of eating habits. Many societies now choose healthier diets especially those containing balanced nutritional benefits. This "health awareness" is a movement that has boomed natural and organic foods on supermarket's shelves (Peter and Olson, 2008).

Consumer Decision Process

The buying decision of a consumer starts with need recognition and concludes with divestment process. These processes of purchase behavior enable marketers to understand the buyer in one of these steps and even change his or her decision. Blackwell *et al.* (2001) identified the following as the stages a consumer undergoes from before and after buying a good or service:

Need recognition: Needs emerge from individual cause such as physical necessities or from the person's environment such as adverts. Manufacturers, business owners and marketers have to constantly trace the needs and challenges of consumers. Otherwise, even the most successful companies can make the mistake of introducing wrong products to the market, whereby almost no demand is raised.

Information search: On recognizing the consumer's need, marketers should begin seeking for information in external areas. There may be information in a person's mind and/or a person may be very close to the targeted item. Hence in this case, a consumer instead of searching, probably purchases the product. On the other hand, some consumers prefer to go shopping and spend time inquiring. In many cases, searches take short times and consumers' actions depend on their memories of a brand or a price or they just repeat an old purchase.

Pre-purchase evaluation of alternatives: Before purchasing, a consumer asks the question about what his/her alternatives are and try to select the best. Mostly consumers relied on the stored information in their memories for evaluation in terms of; price, brands, or services and choose between them. Consumers evaluate the market place and choose between various offers that best fit their needs. Most times, consumers are sensitive to price, size and changes in quantity and even quality of preferred brands.

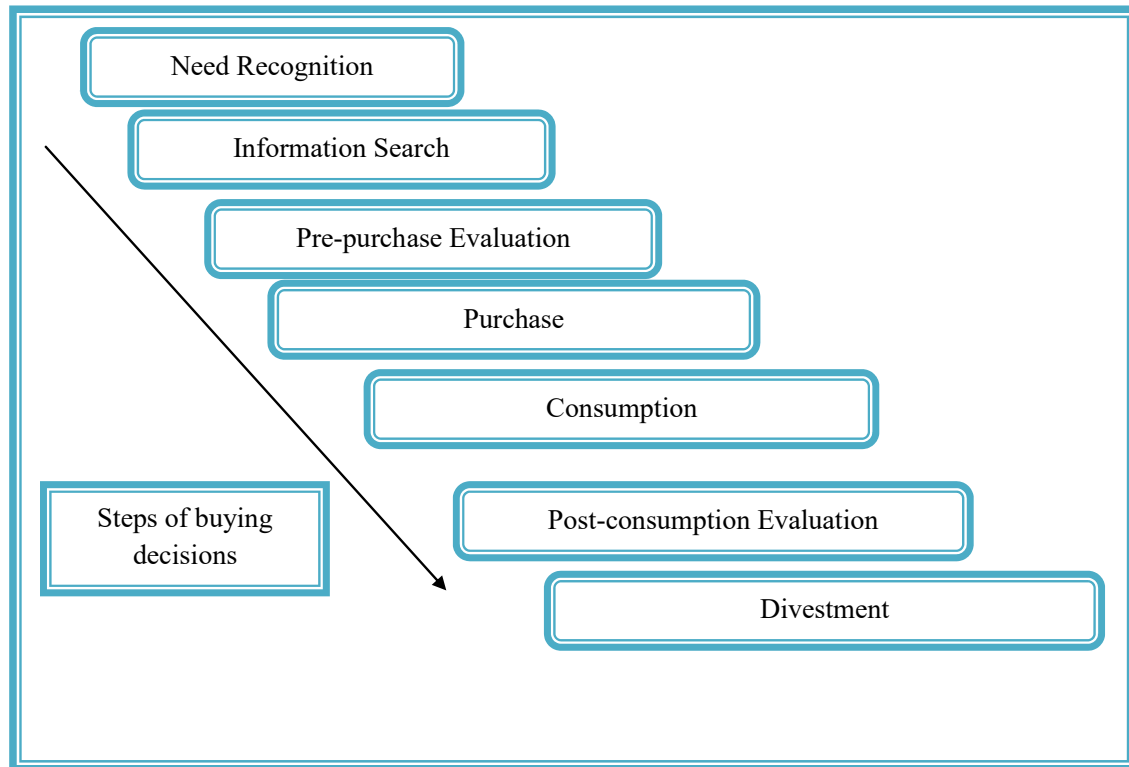


Fig. 1: Consumer Decision Process. Source: Blackwell et al., 2001, page 71

Purchase: After evaluating the different products, a consumer comes up with a decision to purchase. The decision to purchase however could be altered by factors such as; someone else's recommendation of another product or brand as being better, or unexpected changes during the purchase. For example, a brand could decrease its prices relatively on a particular day so that the consumer can change his mind in the market or a consumer may be constrained to narrow options as a result of consumer traffic on particular products.

Consumption: The consumer utilises the product to achieve its desired ends.

Post consumption evaluation: This starts as consumers begin to compare their purchased products to their habits. There are numerous research outcomes that reveal that consumer satisfaction is declining across many sectors. When dissatisfaction arises, there is change in attitude and behavior towards that product or service; thus affecting future consumption negatively (Solomon, 2006). Sometimes, dissatisfaction occurs due to high expectations of the product or exaggerations about the product's worth.

Divestment: This is the last stage in the consumer decision process. Here, the consumer can choose to

do anything with the produce after purchase such as recycling, disposing off or even re-selling; although, this depends on the kind of product as well as the environmental consciousness of the consumer.

METHODOLOGY

The study area was Ibadan which is the capital of Oyo State and third largest populated metropolis after Lagos and Kano in Nigeria. The study population comprised of all consumers patronizing the major open air and modern markets to purchase agricultural products. Purposive sampling technique was used to select three modern and three open-air markets within the metropolis based on popularity, volume of patronage as well as availability of alternate type of market within the same catchment areas. The modern markets included: Shoprite, Foodco, and Zartech; while the open-air markets included: Bodija, Dugbe and Molete markets. Due to the nature of the study and unavailability of a possible sampling frame, respondents for the study were sampled based on their availability and willingness to participate in the survey. A preliminary screening was conducted on those pre-selected to identify only those who have visited the markets at least once in a week within the last one month for inclusion in the survey. Others who did not meet this criterion were not regarded as patron and were therefore

excluded. Thus, a total of 182 respondents comprising 94) and 88 patrons from modern and open-air markets, respectively were selected for the study. Data were collected through the use of a semi-structured interview schedule on respondents motivating factors for market choice, type of market preference for uptake of selected agricultural produce and what they considered as discouraging factors (constraints) for patronizing open-air and modern markets for purchase of agricultural produce.

Motivating factors for market choices were determined by generating a list of possible factors from initial interactions held with patrons at both market types during the field reconnaissance. Sampled respondents reacted to these factors on a four-point scale of large extent, moderate extent, limited extent and no extent. The responses were scored as 4,3,2 and 1, respectively. The mean value for each factor was determined and used to compare the influence of the various factors on patrons from both market types. Market preference for uptake of selected agricultural produce was determined by asking patrons from each of the market type to indicate their preference between open-air and modern markets for purchasing each of the listed produce. Discouraging factors or constraints for patronizing open-air and modern markets for purchase of agricultural produce was measured by asking respondents to freely mention why they are less motivated to patronize each of the market types for obtaining their agricultural produce. The respondents afterwards ranked each of the constraints mentioned as severe or mild. Scores of 2 and 1 were awarded to the responses respectively. The mean values for each of the constraint item provided the basis for ranking these items according to their severity as perceived from the survey findings. Data collected were analysed and summarised using descriptive statistics such as frequency distribution, percentage and mean.

RESULTS AND DISCUSSION

Socioeconomic characteristics

Table 1 shows that respondents sampled from the two market types had mean ages of 30.3±6.7 and 27.9±9.2 years from OAM and MM, respectively.

Similarly, the age distribution reveals that higher proportions of the respondents (71.3% and 81.9% from OAM and MM, respectively) were between ages 16-35 years. One can infer from this finding that the patrons at both market types were generally young and middle-aged adults. In addition, the closeness in age distribution between the patrons sampled from both market types disagrees with Boro, Kalra and Kawatra’s (2013) opinion that more young people have preference for modern markets and vice versa for the open air markets.

Sex distribution of respondents shows that higher proportions of patrons at both markets were female (71.6% and 51.1% for OAM and MM, respectively). This is in line with *apriori* expectation giving the cultural conceptualization of the role of a girl child in the kitchen as paramount and needing to restrict a male child to car washing rather than shopping for foodstuff and doing household chores in most African societies. Interestingly, data further shows that fewer males patronized the OAM (28.4%) than the MM (48.9%). This is probably due to the unregulated pricing of commodities in the OAM which therefore leads to haggling; a situation where women are reported to be more likely than men to negotiate a better price (Tuttle, 2013).

Majority of the respondents from OAM and MM, respectively were unmarried (55.7% and 69.1%) and had tertiary level education (81.8% and 73.4%). The overwhelming proportions of patrons with tertiary education at both market types suggests that the assumption that level of education play a differentiating role in market choices of individuals might not always be true. Data on respondents’ average monthly income however shows that more respondents with higher income patronized the MM than the OAM. For instance, about 69.3% of the OAM patrons earned less or equal to ₦50,000 monthly while almost half of the MM patrons (44.7%) earned above ₦50,000 per month. This agrees with the position of Boro, Kalra and Kawatra (2013) that there are people, especially the rich and the super-rich, who do consider social implications places, market inclusive before visiting them.

Table 1: Distribution of respondents according to their socio-economic characteristics

Variables	Open-air Market (OAM)		Modern Market (MM)	
	F (%)	Mean	F (%)	Mean
Age (years)		30.3±6.7		27.9±9.2
16-25	41 (46.4)		47 (50.0)	
26-35	22 (24.9)		30 (31.9)	
36-45	17 (19.2)		10 (10.7)	
46-55	7 (7.9)		6 (6.5)	

Variables	Open-air Market (OAM)		Modern Market (MM)	
	F (%)	Mean	F (%)	Mean
56-65	0 (0)		1 (1.1)	
66-75	1 (1.1)		0 (0)	
Sex				
Male	25 (28.4)		46 (48.9)	
Female	63 (71.6)		48 (51.1)	
Marital Status				
Unmarried	49 (55.7)		65 (69.1)	
Single parent	6 (6.8)		2 (2.1)	
Widowed	0 (0)		2 (2.1)	
Separated	3 (3.4)		4 (4.3)	
Married	30 (34.1)		21 (22.3)	
Educational Achievement				
Primary	1 (1.1)		0 (0)	
Secondary	15 (17.0)		25 (26.6)	
Tertiary	72 (81.8)		69 (73.4)	
Average monthly income				
Less than 20,000	44 (50.0)		35 (37.2)	
20-50,000	17 (19.3)		17 (18.1)	
51-100,000	13 (14.8)		17 (18.1)	
Above 100,000	14 (15.9)		25 (26.6)	

Motivation for market choices

Table 2a reveals that factors such as availability of wide range of sellers of same commodity (3.7 ± 2.3), opportunity to bargain prices ($\bar{X} = 3.6 \pm 2.0$) and the classless nature of the market (3.5 ± 2.1) ranked highest among the motivating factors for the open-air market patrons in the study area. On the other hand, factors such as clean and conducive environment (3.7 ± 2.1) and the opportunity to make payments using Point of Sale Service machine known as POS (3.5 ± 1.8) were major motivating factors for patrons sampled at modern markets (Table 2b). It is noteworthy to mention that the process of haggling between buyers and customers over commodity pricing which is noted as a discouraging factor for efficient marketing system (Terwiesch, Saving, and Hann, 2005) was actually the interest of most patrons at open air markets as

observed in this study. One possible explanation for this is the cultural psyche of people, especially the lower income earners, which is wired to feel cheated when denied the opportunity to bargain prices of goods and services even when they are fair in the real sense, and at the same time derive satisfaction of having better value for his/her money on goods purchased after they must have haggle to reach a compromise on pricing with sellers even when prices agreed was not fair. Also, the finding on availability of POS as a major driver of patronage at modern markets lend credence to the cashless economic policy of the government; an indication that the people, mostly the higher income earners are buying into the policy and derives satisfaction from it. It also supports the argument that the cashless economic policy facilitates business transactions (Omotunde, Sunday and John-Dewole, 2013).

Table 2a: Respondents' motivating factors for choice of market (OAM patrons)

Statements	Large extent	Moderate extent	Limited extent	Not a factor	Mean
One is allowed to bargain prices of commodities	60 (68.2)	23 (26.1)	3 (3.4)	2 (2.3)	3.6 \pm 2.0
One can sample or taste some commodities like Garri, Rice, and Fruits etc. before purchasing	37 (42.0)	29 (33.0)	12 (13.6)	10 (11.4)	3.1 \pm 1.9
There is a wide range of sellers of the same commodity to purchase from	69 (78.4)	15 (17.0)	2 (2.3)	2 (2.3)	3.7 \pm 2.3
Freshness of the commodity purchased	39 (44.3)	40 (45.5)	8 (9.1)	1 (1.1)	3.3 \pm 2.4
Warm reception from sellers to be purchased from	24 (27.3)	38 (43.2)	14 (15.9)	12 (13.6)	2.8 \pm 2.1

Statements	Large extent	Moderate extent	Limited extent	Not a factor	Mean
Familiarity with the market terrain and sellers	36 (40.9)	33 (37.5)	11 (12.5)	8 (9.1)	3.1±1.8
Cheaper costs of commodities	43 (48.9)	37 (42)	5 (5.7)	3 (3.4)	3.4±2.0
The market is for everyone regardless of class or status, so one is free from sizing up	56 (63.6)	21 (23.9)	4 (4.5)	7 (7.9)	3.5±2.1

Table 2b: Respondents’ motivating factors for choice of market (MM patrons)

Statements	Large Extent	Moderate Extent	Limited Extent	Not a Factor	Mean
Prices are clearly stated on the commodities so one is saved the stress of bargaining.	50 (53.2)	32 (34.0)	5 (5.3)	7 (7.4)	3.3±2.3
It is convenient to walk between aisles in the market.	42 (44.7)	41 (43.6)	11 (11.7)	0 (0)	3.3±1.9
Clean and conducive environment.	72 (76.6)	20 (21.3)	2 (2.1)	0 (0)	3.7±2.1
Freshness of the commodity purchased.	45 (47.9)	37 (39.4)	10 (10.6)	2 (2.1)	3.3±2.0
Guaranteed quality of commodity purchased.	40 (42.6)	41 (43.6)	11 (11.7)	2 (2.1)	3.3±2.0
Variety of types of commodity to choose from.	40 (42.6)	38 (40.4)	11 (11.7)	5 (5.3)	3.2±2.1
Provision of receipt after payment for produce.	45 (47.9)	33 (35.1)	9 (9.6)	7 (7.4)	3.2±2.2
Goods bought are refundable if not found in good condition.	27 (28.7)	27 (28.7)	30 (31.9)	10 (10.6)	2.8±2.3
Payment can be made using POS	58 (61.7)	27 (28.7)	5 (5.3)	4 (4.3)	3.5±1.8

Market preference for major agricultural commodities

Table 3 gives an insight to the market type the respondents preferred to purchase specific classes of agricultural produce or items. Firstly, the response distribution on the table reveals that most of the respondents patronize both of the market types intermittently; the decision on which market type to patronize at each time of which is determined by the type of agricultural item to buy. Generally, for the eight broad classes of agricultural commodities investigated in this study, shift in patrons’ preference between open air and modern markets for uptake of agricultural commodities were pronounced for food items classified as tubers, grains and animal protein. For

instance, it was observed that a vast majority of respondents sampled from both open and modern markets, respectively preferred to purchase tubers (90.0% and 87.2%) and grains (81.8% and 73.4%) from open air markets. On the other hand, a considerable proportion of the respondents from open and modern markets (50.0% and 78.7%, respectively) expressed the preference for purchasing their household animal protein such as egg, chicken, beef etc. from the modern market. The foregoing suggests that open air markets in the study area have competitive advantage over the modern markets for tubers and grains while the modern markets are more competitively advantageous than the open air market for animal protein agricultural items.

Table 3: Distribution of respondents sampled from OAM and MM by their market preference for specific agricultural commodities

Agricultural Commodities	OAM Respondents		MM Respondents	
	MM	OAM	MM	OAM
Tubers such as; Yam, Potatoes, Cassava etc	08 (9.1)	80 (90.9)	12 (12.8)	82 (87.2)
Vegetables such as; Cabbage, Spinach, Onions, Cucumber, Lettuce, Peppers, Carrot, Okro, Garden eggs, Mint, Parsley, etc.	14 (15.9)	74 (84.1)	54 (57.4)	40 (42.6)
Fruits such as; Citrus (Oranges, Lemons, Lime), Nuts (Groundnut, Cashewnut), Apples, Pears, Pineapples, Watermelon, Date, Kiwi, Grapes, Bananas, Pawpaw,	28 (31.8)	60 (68.2)	63 (67)	31 (33)

Agricultural Commodities	OAM Respondents		MM Respondents	
	MM	OAM	MM	OAM
Butternut, Pumpkin, Plum etc.				
Grains such as; Rice, Maize, Beans, Millet etc.	16 (18.2)	72 (81.8)	25 (26.6)	69 (73.4)
Animal Protein such as; Eggs, Turkey, Chicken, Beef, Fish, Snail, Shrimps, Crab, Mushroom, Prawn, Gizzard, Pomo, Lamb, Pork, Goat Meat, Ox etc.	44 (50.0)	44 (50)	74 (78.7)	20 (21.3)
Spices such as; Ginger, Garlic, Tumeric, Curry, Thyme, Basil, etc.	35 (39.8)	53 (60.2)	75 (79.8)	19 (20.2)
Oils such as; Palm oil, Groundnut oil, Soya oil, Olive oil, Palm Kernel oil etc.	32 (36.4)	56 (63.6)	56 (59.6)	38 (40.4)
Flours such as; Yam flour, Pounded yam, Rice flour, Wheat, <i>Semo</i> , Plantain flour, Cassava Granules, Cassava flour (fufu), Beans flour etc.	29 (33.0)	59 (67)	48 (51.1)	46 (48.9)

Constraints faced by respondents

The result from Table 4a indicates that dirty and unhygienic environment (2.6 ± 0.6), unavailability of parking spaces (2.5 ± 0.7) and unavailability of protection or coverage from extreme weather conditions such as rainfall (2.5 ± 0.8) were rated as more severe constraints faced by respondents in open air market. On the other hand, the respondents did not consider inability to return items after purchase (1.6 ± 1.2) and the produce prices uncertainties (2.1 ± 1.0) as serious barriers. Respondents rating of produce prices uncertainties as low on the constraints scale is consistent with the findings in Table 2 a where this factor was rather considered as a motivation by majority of patrons at open air market. The finding that unhygienic environment was a major challenge in open air markets is in consonance with the position of Boro, Kalra and Kawatra (2013) who reported

that open markets often lack the cleanliness that exists in shopping malls.

Furthermore, the constraints faced by those who patronized modern markets were slightly different due to the nature of the market. Table 4b reveals that long queues at payment counters when paying for goods bought (2.6 ± 0.9) and need to drop off baggage at entry points (2.2 ± 0.7) were major constraints faced by respondents who patronized modern markets. On the contrary, that prices are fixed ($\bar{x} = 1.7 \pm 0.6$) or security men demand for tips ($\bar{x} = 1.6 \pm 0.7$) were rated low on the constraints scale. The foregoing suggests that fixed commodity prices serves as both an encouraging and discouraging factor for market patronage between open air and modern market patrons in the study area.

Table 4a: Constraints faced by patrons in open-air markets

Statements	Severe Constraint	Mild Constraint	Not a Constraint	Mean
Dirty and unhygienic environment.	55 (62.5)	31 (35.2)	2 (2.3)	2.6±0.6
Unavailability of parking spaces.	51 (58.0)	27 (30.7)	10 (11.4)	2.5±0.7
Aggressive nature of sellers that could lead to insults.	38 (43.2)	44 (50.0)	6 (6.8)	2.4±0.6
Uncertainty of the actual prices of commodities.	24 (27.3)	52 (59.1)	12 (13.6)	2.4±0.7
High chance of being cheated if one cannot bargain well.	42 (47.7)	36 (40.9)	10 (11.4)	2.4±0.6
Not enough variety of commodities to choose from.	8 (9.1)	36 (40.9)	44 (50.0)	1.6±1.2
No protection from extreme weather conditions.	52 (59.1)	27 (30.7)	9 (10.2)	2.5±0.8
Poor lighting facilities for night patronage.	49 (55.7)	24 (27.3)	15 (17.0)	2.4±0.5
No proof of payment to allow for commodities to be returned after purchase	48 (54.5)	28 (31.8)	12 (13.6)	2.1±1.0

Table 4b: Constraints faced by patrons in modern market

Statements	Severe Constraint	Mild Constraint	Not a Constraint	Mean
Long queues at the payment counter.	48 (51.1)	41 (43.6)	5 (5.3)	2.6±0.9
Payment for parking vehicles within the premises.	25 (26.6)	39 (41.5)	30 (31.9)	1.9±0.6
Unclear directions to where commodities are placed.	10 (10.6)	43 (45.7)	41 (43.6)	1.7±0.5
Prices cannot be negotiated.	41 (43.6)	27 (28.7)	26 (27.7)	1.7±0.6
Security staff asking for tips	9 (9.6)	34 (36.2)	51 (54.3)	1.6±0.7
Few staff to show customers around	16 (17.0)	45 (47.9)	33 (35.1)	1.8±1.8
Saucy attitude of staff	17 (18.1)	47 (50.0)	30 (31.9)	1.9±0.9
Poor network service for POS mode of payment	20 (21.3)	49 (52.1)	25 (26.6)	1.9±0.6
Baggage drop at point of entry	13 (13.8)	36 (38.3)	45 (47.9)	2.2±0.7

CONCLUSION AND RECOMMENDATIONS

The study concludes that most of the respondents patronise both market types intermittently; the decision on which market type to patronise at each time of which is determined by the type of agricultural item to buy. Generally, shift in patrons’ preference between open air and modern markets for uptake of agricultural commodities were pronounced for food items classified as tubers, grains and animal protein. In addition, fixed commodity prices serve as both an encouraging and discouraging factor for market patronage between open air and modern markets in the study area. While the open-air markets have largely thrived and remains relevant in the society due to income disparity among the people, hence difference in purchasing power; rapid expansion and growth in the modern markets has been largely driven by the cashless economic policy of the government. Price regulation measures and utilisation of cashless transaction channels for payment settlement in open air markets could boost patron’s preference for open market shopping.

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