Budgeting Analysis of Catfish Marketing in Ondo State, Nigeria

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This paper addressed the budgeting analysis of catfish marketing in Ondo State. The catfish sellers were interviewed from the market with the aid of structured questionnaire and personal interviews. Data were collected using simple random sampling technique from fifty (50) marketers. The data collected were analyzed using frequencies, percentages, profitability analysis, Gini coefficient and regression analysis.

The socio economic characteristics of the respondents analyzed revealed that 98% of the marketers were female while 2% of them are male. Also, the study showed that 82% of the sellers are married and 2% are single, 16% are divorced. It also showed that modal experience of the sellers is between 2 and 5 years as attested to by 60% of them.

The profitability analysis showed that catfish marketing is profitable with an income of N 2,998 per marketer per marketing operation. The Gini Coefficient value of 0.74 showed a high level of inequality in income distribution among the catfish marketers in the study areas and also a high concentration of catfish marketers in the study area.

The regression analysis showed that total kilogram of catfish sold, price per kilogram of catfish, experience in years, transportation cost of catfish and age in years are determinants of income of catfish marketers and accounted for 91% variation in income of the catfish marketers. The problems militating against catfish marketing in the study area include; high rate of spoilage and high cost of transportation in the study area. The study recommended among others that: . All the three tiers of government in Nigeria (Federal, State and Local) should try as much as possible to organize seminars, workshops and necessary trainings for catfish sellers on how they can reduce their losses so as to have a required and sustainable income.