APPRAISAL OF FRESH FISH MARKETING IN ONDO STATE, NIGERIA

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Outline

- Introduction
- Objectives
- Research methodology
- Results and discussions
- Summary and recommendations

Introduction

- Marketing is a management process responsible for anticipating, identifying and then satisfying consumer wants and needs with a view of making profit.
- Fish is a diverse group of animal that live and breathe under water by means of gill.
- Therefore, fish marketing is a management process responsible for:
- anticipating
- identifying and
- then satisfying consumer wants and needs
- with a view of making profit in fish and fish related business(es)

Objectives

This study therefore carried out an appraisal of fresh fish marketing in Ondo State, Nigeria. Specifically, it;

❖ Examined the socio-economic characteristics of fresh fish marketers in the study area.

❖ Determined the profitability of fresh fish marketing in the study area and

❖ Examined the market structure for fresh fish in the study area.

RESEARCH METHODOLOGY

- **Study Area**
- ❖ This study was carried out in Ondo State situated in the South-Western Nigeria.
- ❖ This State lies between longitude $4^030''$ and 6^0 east of the Greenwich Meridian and latitude 5^0 45 and 8^0 15'' North of the equator. The state has a population of 3,441,024 (National Population Commission, 2006).

RESEARCH METHODOLOGY

- **Sampling Technique**:

  A Multi-stage sampling technique was used for this study.

- Stage I: Akure South Local Government Area was purposively selected because of the prevalence of fresh fish marketers in the area.

   Stage II : a random sampling technique was used to select 45 respondents and structured questionnaire administered on them.

- **Analytical Technique**:

   Descriptive statistics was to analyze the socio economic characteristics of fresh fish sellers,

- Gross margin analysis was used to estimate the profitability of fresh fish marketing,

- Gini- coefficient was used to examine the concentration of fresh fish market in the study area.

RESULTS AND DISCUSSIONS Table 1a

Socio – Economic Characteristics of Respondents

AGE OF THE RESPONDENTS:

Most of the respondents (85.0%) were between the age of 20-50 years , this implies that the respondents were young and agile to carry out fresh fish marketing activities in the study area.
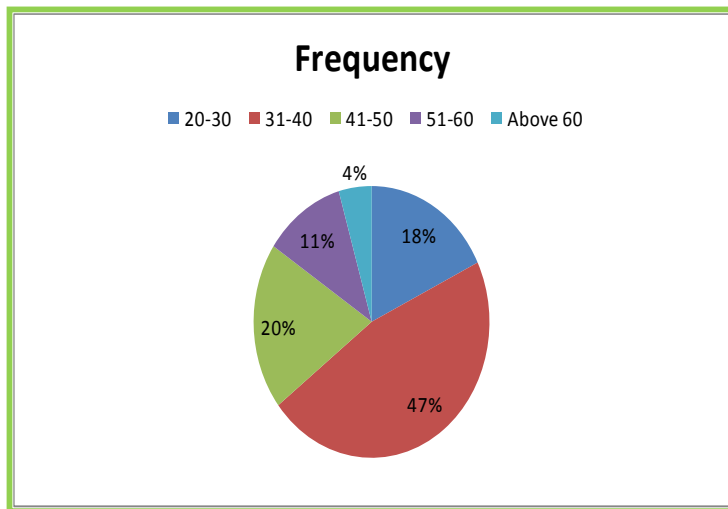

Figure 1 Age distribution

Age (years)	Frequency	Percentage
20-30	8	17.8
31-50	30	66.7
51and above	7	15.5
Total	**45**	**100.00**
Sex	**Frequency**	**Percentage**
Male	12	26.7
Female	33	73.3
Total	45	100.00
Status	**Frequency**	**Percentage**
Single	6	13.3
Married	38	84.4
Widow	1	2.2
Total	**45**	**100.00**
Household Size	**Frequency**	**Percentage**
1-5	18	40
6-10	27	60
Total	**45**	**100**
Educational status	**Frequency**	**Percentage**
Primary education	11	24.4
Secondary education	23	55.6
National diploma	2	4.4
NCE	2	4.4
Modern III	1	2.2
University education	4	8.9
Total	**45**	**100**
Years of experience	**Frequency**	**Percentage**
1-10	32	71.1
11-20	10	22.9
21-30	3	6.6
Total	**45**	**100.00**

RESULTS AND DISCUSSIONS Table 1b

Most of the respondents (73%) were female this was in line with the general belief of the people in the study area that marketing is the business of woman.
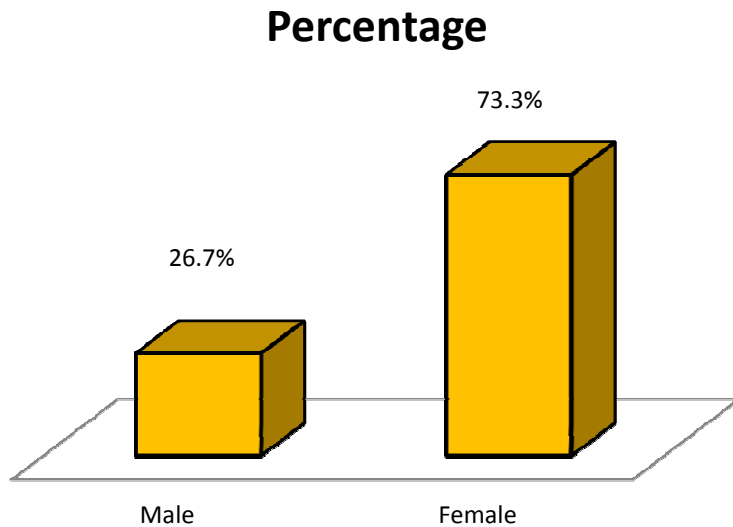
Percentage

Figure 2 Gender

Age (years)	Frequency	Percentage
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RESULTS AND DISCUSSIONS Table 1c

Percentage

84.4%

13.3%

2.2%

Single   Married   Widow

Figure 3 Marital status

Age (years)	Frequency	Percentage
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Distribution Respondents by household size Table 1d

Percentage

40%   60%

.1-5   .6-10
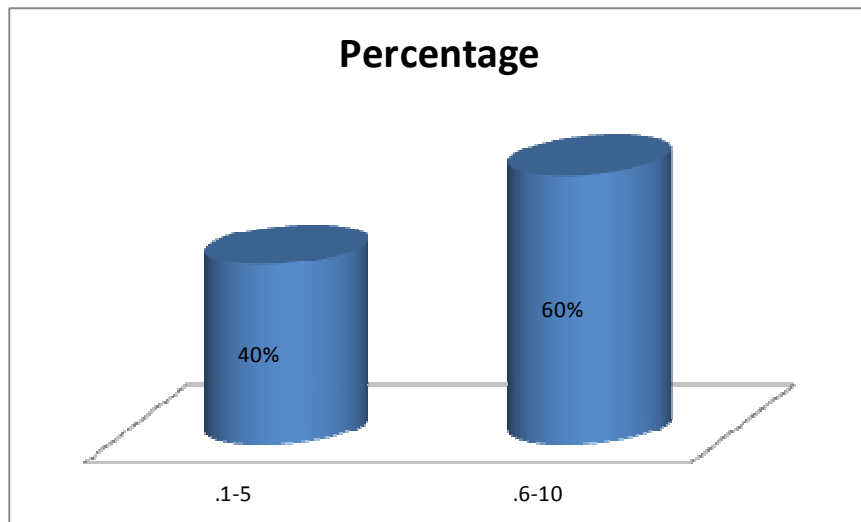
Figure 4

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Educational Status Table 1e
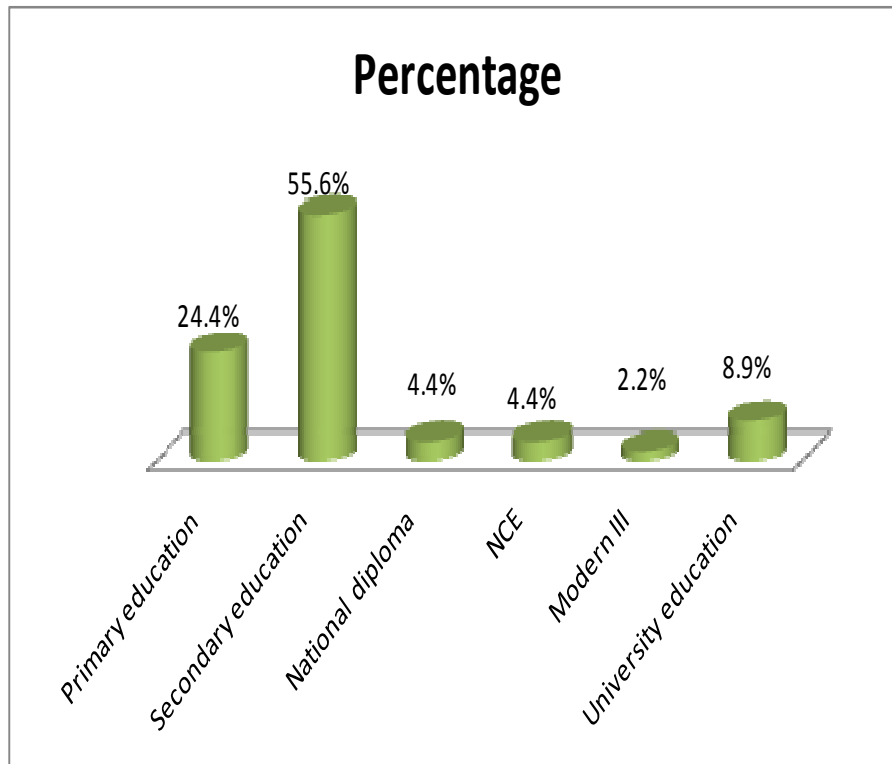
Figure 5

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Years of experience Table 1f
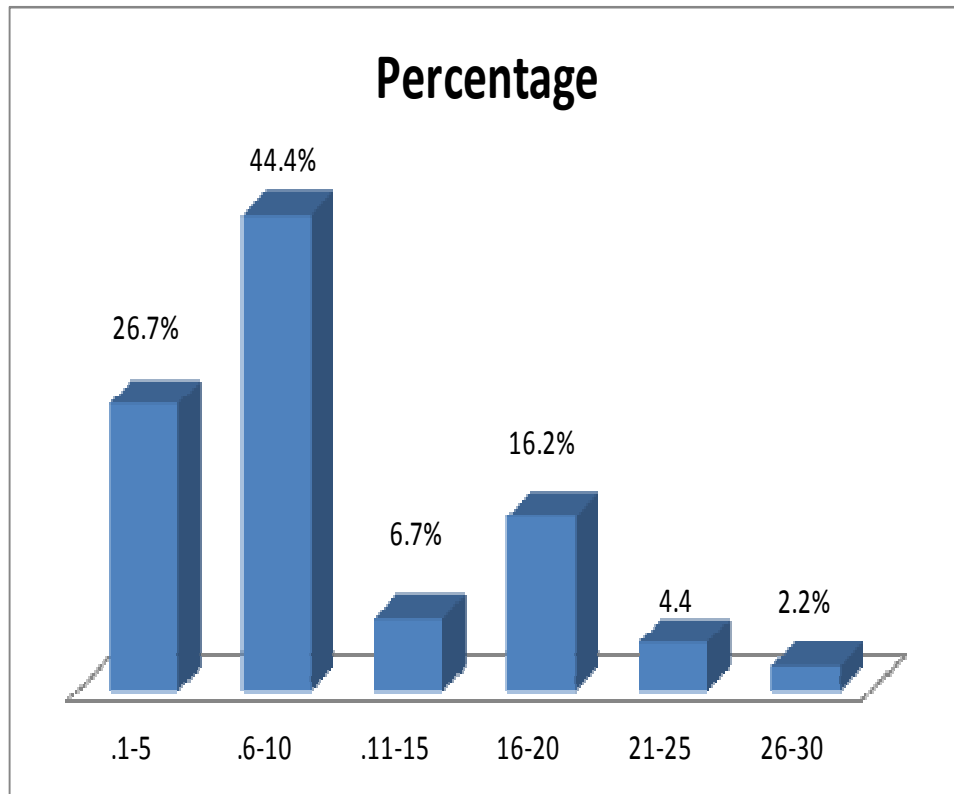
Figure 6

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GROSS MARGIN ANALYSIS **Table 2**

Table 2

Items	Cost (₦)/(USD)
Cost of storage	11300 /75.33
Cost of equipment	269940/1799.60
Cost of purchase	21588000/143920.00
Cost of labour	440000/2933.33
Cost of transportation	694120/4627.50
Total variable cost	23003360/153355.73
Total revenue (TR)	27849400/185662.70
Gross margin (GM = TR-TVC)	4846040/32306.93
Average total variable cost (TVC/n)	511185.78/3407.91
Average total revenue (TR/n)	618875.56/4125.81
Average gross margin (GM/n)	107689.78/717.91

Source: field survey, 2011   Where n = Number of sellers at the market (Respondents)

RESULT OF THE GROSS MARGIN ANALYSIS (Table 2)

- The total revenue over the same period was N27849400 (185662.70USD) while

- the gross margin was N4,846,040(32306.93USD).

- This implies that on the average a fresh fish marketer incurred N511,185.78 (3407.91USD) as variable cost

- and earned N618,875.56(4125.81USD) as monthly revenue.

- This result indicates that a fresh fish marketer earns an average of N107, 689.78(717.91USD) monthly as gross margin.

- **This reveals that fresh fish marketing is averagely profitable in the study area.**

Computation of Gini Coefficient for fresh fish marketing in the study Area Table 3

sales (N)	Number of sellers	Proportion of sellers (X)	Cumulative proportion of sellers	Total sales (N)	Proportion of sales	Cumulative proportion of total sales (Y)	XY
)	4	0.09	0.09	420,000	0.015	0.02	0.0018
250000	6	0.13	0.22	1178400	0.04	0.06	0.0078
350000	7	0.16	0.38	1970000	0.07	0.13	0.0208
450000	8	0.18	0.56	3090000	0.11	0.24	0.0432
550000	1	0.02	0.58	480000	0.017	0.26	0.052
650000	2	0.04	0.62	1200000	0.04	0.30	0.0120
l	17	0.38	1.00	19269000	0.70	1.00	0.3800
	45	1.00		27629400	1.00		0.4708

Result of GINI coefficient analysis

- Gini co-efficient = 1 - ∑XY

$$= 1 - 0.4708$$

$$= 0.5292$$

- This indicates:

- high level of concentration and

- This is in-line with the fact that Gini coefficient close to 1.00 indicates inequitable distribution of sales/ income in the market place.

MARKET CONDUCT OF FRESH FISH

➤ Price determination: (cost of purchase plus margin 86.7%)

➤ Method of creating awareness/ attraction

        :open display

        :persuasive method

        :advertisement

Constraints of fresh fish Marketing in the study area

➢ Transportation

➢ Seasonal increase in price of fresh fish

➢ High cost of fresh fish

➢ Seasonal variation in price and fluctuation in demand

➢ Lack of market space

Summary and Conclusion

- Analysis showed that fresh fish market was dominated females which accounted for 73.3% of the sellers.

- The study revealed that 95.6% of the respondents belong to the active segment of the population while the remaining 4.4% were aged.

- The profitability analysis showed that fresh fish marketing was averagely profitable in the study area.

- Gini-coefficient of 0.5292 obtained in this study indicates a high level of concentration and inequality in the fresh fish market.

Recommendations

➢ Government intervention

➢ Conducive market location

➢ Improved fish farming/ Aquaculture

➢ Cooperative societies that are gender sensitive

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Professor Dapo Fagbenro

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- **THANK YOU ALL FOR LISTENING**