

PERIODIC MARKET AND IT EFFECTS ON LIVELIHOOD OF RURAL TRADERS IN ADAVI LOCAL GOVERNMENT AREA OF KOGI STATE

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Abstract

This study evaluates periodic market and its effects on the livelihood of rural traders in Adavi Local Government Area of Kogi State. A total of 384 copies of questionnaire were administered to respondents while 380 copies were retrieved. Quantitative data that were obtained through the questionnaires were subjected to both descriptive and inferential statistics such as frequency count and percentages, likert scale of measurement. Results showed that the dominant products sold in the study area include plant produce such as yam, garri and beans; animal products such as meat and milk; clothing items such as already-made and used clothes; services such as sewing, repair of pots, shoes and machines; and local furniture such as baskets, hand fan and baskets. Also, the findings show that it contributes via social function as it creates a mutually rewarding link between rural and urban dwellers (90.8%); economic function as it provides an avenue for exchange of goods and services through haggling which takes place between buyers and sellers (82.9%); political function as periodic markets facilitate the formation of social groups and associations (91.6%); physical function where periodic markets serve as bulking centres (76.4%); and educational functions as it enables rural farmers to study and understand different locations (90.8%) are contributions of periodic markets to rural traders in the study area.

Keywords: *Periodic Market, Livelihood, Contribution and Traders.*

Introduction

A market is a means by which the exchange of goods and services takes place as a result of buyers and sellers coming in contact with one another, either directly or indirectly (Nyirenda, 2016). The term is also used to denote a physical place where goods and services are bought and sold, and to refer to potential or estimated consumer demand. In the modern industrial system, however, a market is not limited to a specific location but includes the whole geographical area in which sellers compete with each other for customers and also a specific group of potential customers who have been identified (Nyirenda, 2016).

Globally, it is estimated that approximately 80% of the world's poor live in rural areas and that the livelihoods of almost half of the world's undernourished people and 63 per cent of those in poverty are dependent on farming, particularly small-scale and subsistence farming (World Bank, 2022). Today, a key aspect of development agencies and international donors' efforts to address rural poverty and hunger includes better integrating rural farmers into agricultural markets and promoting a shift from subsistence to market-oriented agriculture (IFAD, 2022).



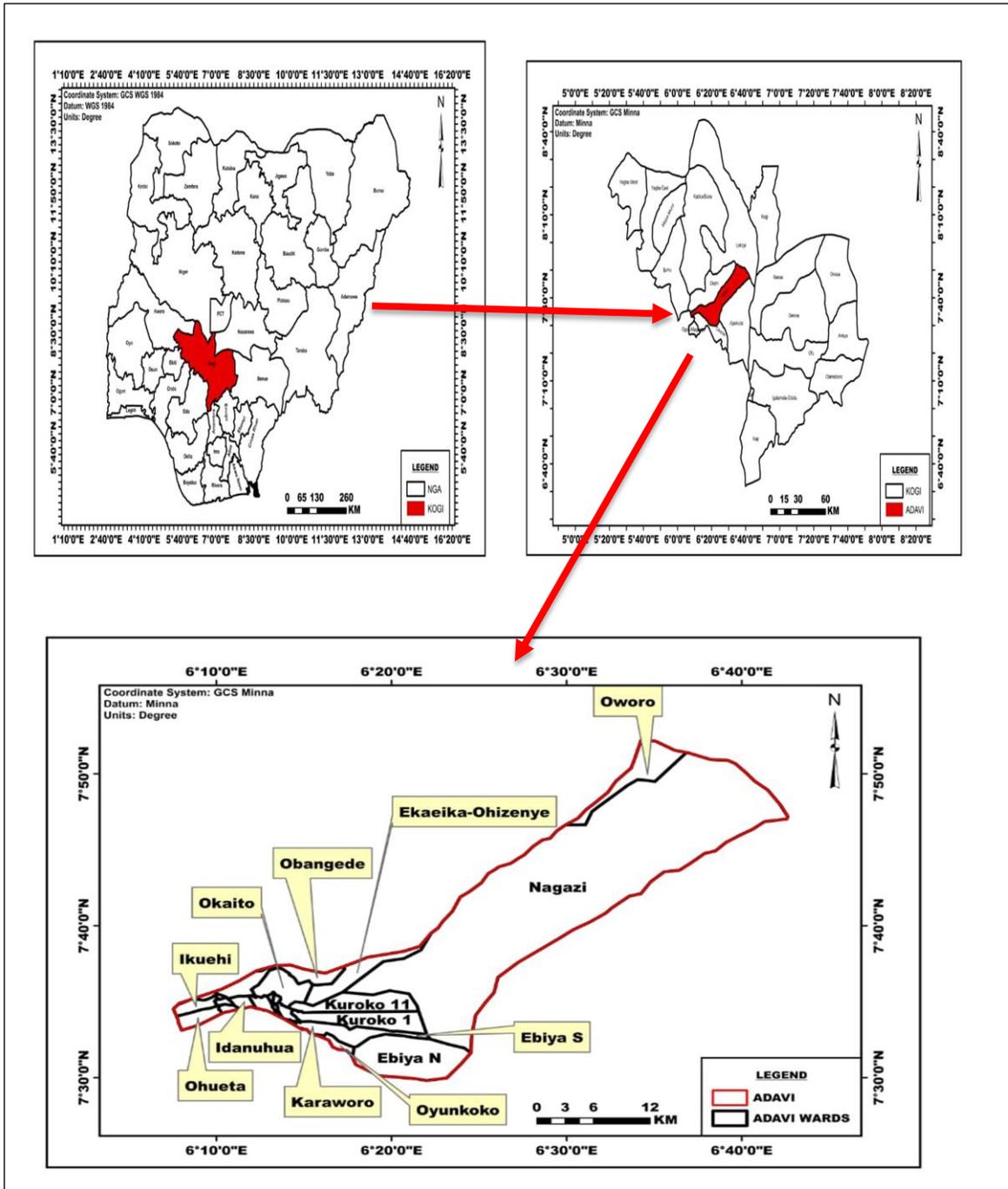
In Africa, rural periodic market is seen as an institutionalized activity occurring at a definite place and involving the meeting of people at a particular time or an authorized public concourse of buyers and sellers of commodities meeting at a place more or less strictly limited or defined at an appointed time (Kio- Lawson et al., 2015). Such description exclude “those innumerable small places of ad hoc trading involving a handful of women meeting at street corner, in front of compound or on building sites. Traditional periodic market play very important role in the social and economic landscape of Africa. They are a “source of growth, a school of entrepreneurship and a device for distributing scale and other economies”. “They inevitably shape local social organization and provide one of the crucial modes for integrating myriad peasant communities into a single social system” (Elenwo and Weje, 2019).

In Nigeria, livelihood has remained a subject of utmost importance due to its inevitable role to human existence and it is salient to all as it is the functions the people engaged in so as to make ends meet (Mbaukaan and Sanusi, 2018). This argument is supported by UNHCR (2014) that, livelihoods are “activities that allow people to secure the basic necessities of life, such as food, water, shelter and clothing”. They further stressed that, “engaging in livelihoods activities means acquiring the knowledge, skills, social network, raw materials, and other resources to meet individual or collective needs on a sustainable basis with dignity”. These activities according to UNHCR are usually carried out in a number of times within an income stream such as agriculture, pastoralism, fishing and employment within a market sector.

In modern day Nigeria, the growth of periodic markets seems to be influenced by the explosion of population, considerable improvement in the transport facilities (Vanetus, 2017). In other words, most of the periodic markets have evolved and developed because of the development of infrastructural facilities such as improved roads and communication facilities. Particularly, today’s urban demand for rural products has influenced many periodic markets to flourish. However, the periodicity of the markets varies across communities because of local traditions. For instance, while many of the markets hold on particular days of the week, many others have four, five and even seven-day market intervals. It can thus be discerned that the evolution and development of periodic markets in Nigeria can be explained within the endogenous and exogenous theories of market origin. The above background forms the basis for this study which seeks to assess the effects of periodic markets on livelihood of rural traders in Adavi Local Government Area of Kogi State.

Materials and Method

This study was conducted in Adavi Local Government Area of Kogi State. It lies in 7°36’05”N 6°12’01”E on the central part of Kogi State in Nigeria. The area touches the North-Eastern boundary of Okene LGA and it is separated from the Okehi Local Government Area and in the west, bounded with Oyi Local Government Area. Adavi is made up of two districts which is Okene and Okengwe districts. It has a total land area of 718 Km² (277 sq mi). The relief of Adavi like other parts of the middle belt could be classified into two, stable land surface and emotional land surfaces (see figure 1). The people of Adavi are well known for the famous Adavi cloth weaving, farming, hunting, commerce etc. (Usman, 2011). The study adopted a survey research design to achieve the set objectives. The snow balling technique was used for data collection to administer the questionnaire to respondents in the study area. Data was collected with the use of questionnaire and oral interview. Quantitative data that were obtained through the questionnaires were subjected to both descriptive and inferential statistics such as frequency count and percentages, likert scale of measurement.



Nigeria showing Kogi State and Adavi Local Government Area of Kogi State
Source: Geography Department, Prince Abubakar Audu University, Anyigbe (2024)

Results and Discussions

Table 1 shows the Demographic characteristics of respondents in terms of Gender, Age, Marital status, Religion, Educational qualification among others.

Table 1: Demographic Characteristics of Respondents

Gender	Frequency (N=380)	Percentage (%)
Male	192	50.5
Female	188	49.5
Age Bracket		
11-20	40	10.5
21-30	96	25.3
31-40	104	27.4
41- 50	48	12.6
51 and above	92	24.2
Marital status		
Married	217	57.1
Single	163	42.9
Religion		
Christianity	198	52.1
Islam	172	45.3
African Traditional Religion	10	2.6
Educational Qualification		
Primary	89	23.4
Secondary	130	34.2
Tertiary	161	42.4
Occupation		
Trader	183	48.2
Artisan	25	6.6
Farmer	121	31.8
Studentship	51	13.4
Income status (Per Month)		
1-20,000	79	20.8
21,000-40,000	99	26.1
41,000-60,000	76	20
61,000-Above	126	33.2
Frequency of periodic markets		
Daily	23	6.1
Weekly	124	32.6
Monthly	102	26.8
Only during festival season	51	13.4
Yearly	80	21.1

Source: Field Work (2025)

Table 1 show the gender of the respondents where 192 respondents representing 50.5% were males, while 188 respondents, representing 49.5% were females. It was deduced that there were more male respondents in this study than their female counterparts. This could be because of the fact that more males tend to go out to fend for their families in various markets. It also shows the age bracket of respondents were 40 respondents representing 10.5% were 11-20 years of age, 96 respondents representing 25.3% were 21-30 years of age, 104 respondent representing 27.4%



were 31-40 years, 48 respondents representing 12.6% were 41-50 years old while only 92 respondents representing 24.2 were 51 years and above. It was deduced that majority of respondents were young adults who are capable of engaging in socio-economic activities in various markets. It also shows the marital status of respondents where 217 respondents representing 57.1% were married while 163 respondents represents 42.9% were Single, this is expected because the study has family people who engage businesses with their family members to reduce cost of labour. The religion status of respondents where 198 respondents representing 52.1% were Christians, 172 respondents represents 45.3% were Muslims while, 10 respondents representing 2.6% were others religion. It was deduced that everyone is interested in business therefore periodic market is essential for everyone in the study area regardless of their religion.

Table 1 also shows the educational qualification of respondents where 89 respondents representing 23.4% had primary education, 130(34.2%) had secondary education while 161(42.4%) tertiary education. The significance of this finding is that, business men and women do not care to proceed with academic pursuit after secondary school due to the nature of their businesses. The table also shows the occupation of respondents where majority of the respondents were traders 183(48.2%), earn monthly income of 61,000 and above 126(33.2%) and go to weekly periodic markets in the study area. The implication of findings from the demographic characteristics of respondents is that, periodic markets are valuable to rural traders as it influences the livelihood in various forms ranging from monetary to socio-cultural.

The Periodic Markets in the Study Area

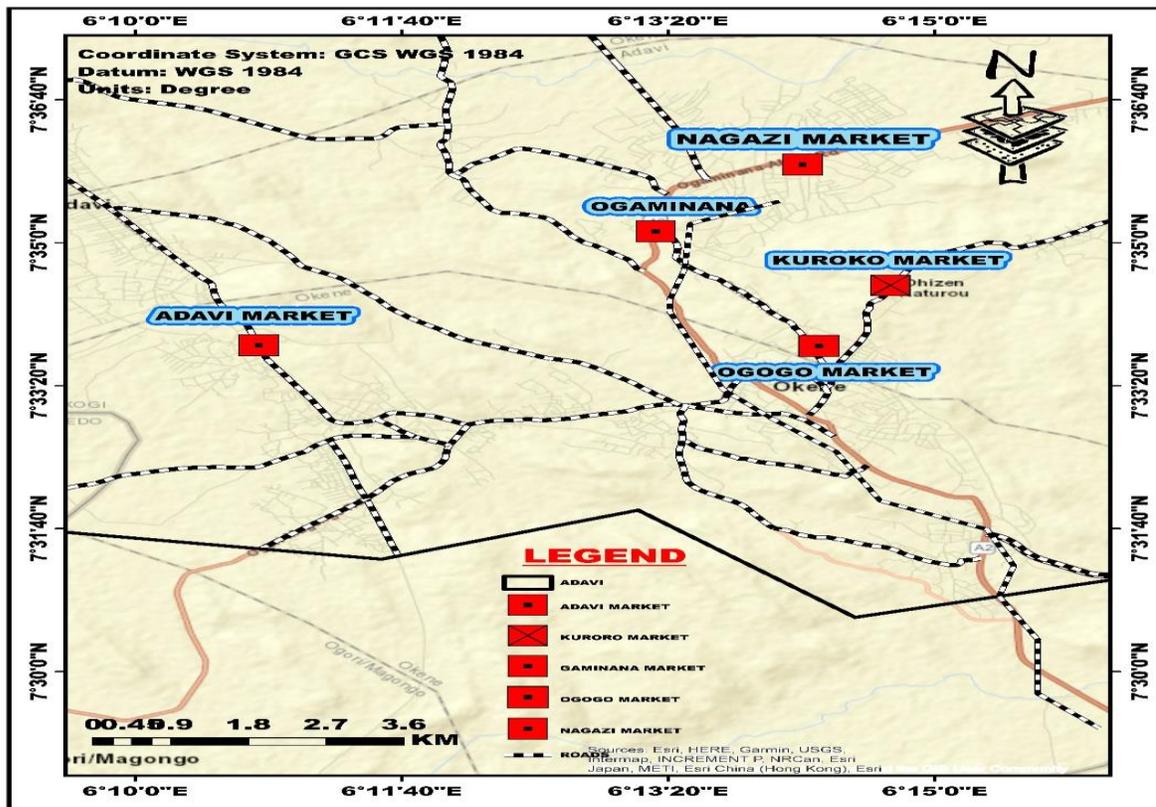


Figure 2: Periodic Markets in Adavi
 Source: GIS Lab, Prince Abubakar Audu University, Anyigba (2025)

From Figure 2, it was deduced that the main five periodic markets were located in the study area were Nagazi markets, Ogaminana market, Kuroko Market, Adavi market and Ogogo market, respectively. Objective one revealed that the main five periodic markets were located in the study area were Nagazi markets, Ogaminana market, Kuroko Market, Adavi market and Ogogo market, respectively. These periodic markets have averagely 5-days interval from one to another. Hence, rural traders from neighbouring villages come to transact at these stipulated market days. Mulimani and Belgaum (2012) opined that periodic markets make trade more efficient than the infrequent movement of individual customers to a permanent market. Hence, periodic markets take extra shopping and trading opportunities to the rural communities.

Table 2: Dominant Products Sold in the Study Area

S/N	Item	SA 4	A 3	D 2	SD 1	Mean	Decision
1.	Plant produce such as yam, garri and beans	133 (35.0%)	177 (46.6%)	55 (14.5%)	15 (3.9%)	3.1	Accepted
2.	Animal products such as meat and milk	178 (46.8%)	167 (43.9%)	25 (6.6%)	10 (2.6%)	3.4	Accepted
3.	Clothing items such as already made clothes	211 (55.5%)	134 (35.3%)	25 (6.6%)	10 (2.6%)	3.4	Accepted
4.	Services such as sewing, repair of pots, shoes among others	238 (62.6%)	112 (29.5%)	10 (2.6%)	20 (5.3%)	3.5	Accepted
5.	Local furniture such as baskets, hand fan and baskets	181 (47.6%)	164 (43.2%)	25 (6.6%)	10 (2.6%)	3.4	Accepted

Source: Field Work (2025)

Keys: SA= Strongly Agree; A= Agree; D= Disagree; SD= Strongly Disagree

Table 2 shows dominant products sold in the study area. It can be deduced from the table that majority of the respondents (92.1%) agree that services such as sewing, repair of pots, shoes among others are dominant Products Sold in the Study Area. Other products are Plant produce such as yam, garri and beans, animal products such as meat and milk, clothing items such as already made clothes, and local furniture such as baskets, hand fan and baskets.

This is followed by 90.8% who agreed that clothing items such as already made clothes are products sold in the study area. This is because most traders carry clothing materials from their houses to various periodic markets in Adavi. It was also revealed that Animal products such as meat and milk constitute products sold in the study area. This was indicated by 90.7% of respondents and could be linked to the fact that many people have to buy meat for restaurants and personal consumption. Finally from table 2, some of the respondents (81.6%) agreed that plant produce such as yam, garri and beans are sold in various markets in Adavi Local Government Area of Kogi State. The above was indicated by majority of the respondents as their mean response was above the acceptance benchmark of 4-point likert scale of 2.5, hence, the acceptance benchmark was gotten by adding $(SA)4+ (A)3+ (D)2+ (SD)1 = 10/4 = 2.5$. Therefore, they were

accepted. The implication of this finding is that periodic markets have contributed immensely to the socio-economic activities of the rural traders in the study area.

A major finding from this study is from objective two which revealed that the dominant products sold in the study area includes services such as sewing, repair of pots, shoes among others, are dominant products sold in the study area. Other products are Plant produce such as yam, garri and beans, animal products such as meat and milk, clothing items such as already made clothes, and local furniture such as baskets, hand fan and baskets. This is in line with the findings of Kio-Lawson et al., (2015) who stated that rural periodic market are seen as an institutionalized activity occurring at a definite place and involving the meeting of people at a particular time or an authorized public concourse of buyers and sellers of commodities meeting at a place more or less strictly limited or defined at an appointed time.

Table 3: Contributions of Periodic Markets in the Study Area

S/N	Item	SA 4	A 3	SD 2	D 1	Mean	Decision
1.	Social function as it creates mutually rewarding link between rural and urban dwellers	213 (56.1%)	132 (34.7%)	20 (5.3%)	15 (3.9%)	3.4	Accepted
2.	Economic function as it provides avenue for Exchange of goods and services through haggling which takes place between buyers and sellers	188 (49.5%)	127 (33.4%)	45 (11.8%)	20 (5.3%)	3.3	Accepted
3.	Political function as periodic markets facilitate the formation of social groups and associations	236 (62.1%)	112 (29.5%)	22 (5.8%)	10 (2.6%)	3.5	Accepted
4.	Physical function where periodic markets serve as bulking centres	183 (48.2%)	107 (28.2%)	60 (15.8%)	30 (7.9%)	3.2	Accepted
5.	Educational functions as it enable rural farmers study and understand the different locations	211 (55.5%)	134 (35.3%)	25 (6.6%)	10 (2.6%)	3.4	Accepted

Source: Field Work (2025)

Keys: SA= Strongly Agree; A= Agree; D= Disagree; SD= Strongly Disagree

Table 3 shows the contributions of periodic markets in the study area. The findings show that, it contributes via social function as it creates mutually rewarding link between rural and urban dwellers (90.8%); Economic function as it provides avenue for Exchange of goods and services through haggling which takes place between buyers and sellers (82.9%); Political function as periodic markets facilitate the formation of social groups and associations (91.6%); Physical

function where periodic markets serve as bulking centres (76.4%); and Educational functions as it enable rural farmers study and understand the different locations (90.8%) are Contributions of Periodic Markets to Rural Traders in the Study Area. This was indicated by majority of the respondents as their mean response was above the acceptance benchmark of 4-point likert scale of 2.5, therefore, it was accepted. The implication of this finding is that periodic markets create a platform to contribute to the rural traders in various means depending on their exposure and awareness.

Findings from objective three shows the contributions of periodic markets in the study area to include: social function as it creates mutually rewarding link between rural and urban dwellers; Economic function as it provides avenue for Exchange of goods and services through haggling which takes place between buyers and sellers; Political function as periodic markets facilitate the formation of social groups and associations; Physical function where periodic markets serve as bulking centres; and Educational functions as it enable rural farmers study and understand the different locations are contributions of Periodic Markets to Rural Traders in the Study Area. This is in line with the findings of Sati (2014) who asserted that, rural household demand for food in respects their multiple functions, income and family size justified rural livelihood.

Conclusion and Recommendations

It can be concluded from this study that, markets are influenced by a number of factors which include; size of selling space, traffic circulation, and security of goods and people. Hence, market is a geographical area with clearly defined limits with services rendered to customers from different areas. Periodic markets open up opportunities and outlets for the rural produce, local supplies and other periodic and fixed services are hinged on. Therefore, periodic markets are central places for growth and development of the rural communities; they serve as nodal places to service the population of those communities. The following recommendations were made based on the major findings of this study:

1. The types of products sold in the periodic market constitute majorly food items and clothing; hence the Kogi State Government should create good roads to enhance accessibility on the various market days.
2. The contribution of period market to the rural traders is enormous, hence, it is recommended that local taxes in these markets should be reduced to encourage rural farmers

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