

## Security and Transport Management in Marketing of Agricultural Produce in Igbariam Community

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### Abstract

The study had insight at security and transport management in marketing of agricultural produce in Igbariam community. The problem statement was lack of feeder roads maintenance by state government. The specific objective was to ensure that the agricultural produce is delivered at stipulated time; among others. Research question was to what extent can agricultural produce be delivered at stipulated time; among others. Research hypothesis was there is no significant relationship between agricultural produce and being delivered at stipulated time; among others. Review of related literature comprised of conceptual review, theoretical framework and empirical review. Survey research was adopted. Area at the study was Igbariam farm settlement in Anambra State, Nigeria. Population of the study was farmers who settled in Igbariam community. Sample size was one hundred sixty-two (162). Data was presented and analysed. Two-point Likert scale of questioning was applied. The study found out that the feeder roads are maintained by the farmers and communal effort. The study concluded that state government should provide farmers with necessary incentive. The study recommended that state government should assist the farmers by providing variety of agricultural crops; among others.

**Keywords:** *Security, Transport, Management, Agricultural produce and Igbariam community.*

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### **Background to the Study**

This study will discern on security and transport management in marketing of agricultural produce in Igbariam community. Security is a device that secures a business or protects a business from any mishap. To ensure security on any business, that business is required to be insured. Security is literally seen as the condition of not being threatened, especially physically, psychologically, emotionally or financially. Security involves an organization or department responsible for providing security by enforcing laws, rules and regulations as well as maintaining order. Transportation is always managed by an organization to ensure that passengers, goods or products such as agricultural produce are delivered appropriately. Transportation consists of walking, barrow pushing, using of animals such as donkeys, horses and camels. It involves vehicles like cars, buses, Lorries, tricycle, bicycles, motorcycles and articulated vehicles etc. it also involves train, Aeroplan, ship etc. Transportation is a device that takes ideas, goods, raw materials and passengers from one place to another. Some organizations manage transportation business.

When an individual is charged with the responsibility of running the affairs of an organization and adopts a process for discharging such responsibility, this is known as management. Thus, there cannot be a manager without an organization. Where “organization” is a generic term for manufacturing or commercial companies, big or small, federal, state or local government, ministries or parastatals, administrative units and specialized commissions, educational and financial institutions and other public or private sector service agencies (Ikueze, 2016).

Marketing of agricultural produce is very essential, as agricultural produce is an essential commodity. Every nation depends on agriculture to survive. Marketing is opined by Kotler and Keller, (2013) as a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. In the view of Rimando (2004), agriculture is the systematic raising of useful plants and livestock under the management of man. Agriculture involves cultivation of crops, raising and breeding of livestock, processing, storage, distribution and marketing of agricultural products. Agriculture is the deliberate effort to modify a portion of Earth's surface through the cultivation of crops and the raising of livestock for sustenance or economic gain (Rubenstein, 2003).

Marketing of agricultural produce involves so many marketing services which are many marketing services which are those activities; that are essential in order to accomplish the overall marketing functions such as transportation, storage, grading and standardization, packaging, financing and risk bearing. According to Abellanosa and Pava, (1987), agriculture is the growing of both plants and animals for human needs. Igbariam community is where an Anambra state government farm settlement is situated. The farmlands are very fertile and can produce all sorts of agricultural crops such as rice, yam, cassava, maize, sweet potatoes, beans etc. some of these farmers in Igbariam farm settlement are residents in village one where they take off for their day-to-day activities in production of agricultural crops.

### **Statement of the Problem**

This study is encountered with problem that affects the ease movement of agricultural produce from point of production to point of consumption. Itinerant marketers are not finding it easy to purchase agricultural produce from scattered farms. The quantity of agricultural produce seems to be little. The feeder roads that lead to these farms were maintained by the communal effort. The vehicles that transport the agricultural produce find the feeder roads difficult to ply especially during rainy season. The tarred roads that lead to major cities are death traps that often cause accidents. The dangerous pot holes delay the movement of the vehicles, which affects negatively the utilities such as time, possession, form and perhaps preservation. Based on this premise or platform, the problem is mainly directed to the dangerous pot holes that make the roads bad.

### **Objectives of the Study**

The main objective of this study is to examine security and transport management in marketing of agricultural produce in Igbariam community.

The specific objectives of the study were to;

1. Ensure that the agricultural produce is delivered at stipulated time
2. Ensure that the agricultural produce is in possession of the buyer
3. Ensure that the agricultural produce is in the right form
4. Ensure that the agricultural produce is preserved

### **Research Questions**

The study will find these research questions pertinent. The research questions were;

1. To what extent can agricultural produce be delivered at stipulated time?
2. To what extent can agricultural produce be in possession of the buyer?
3. To what extent can agricultural produce be in the right form?
4. To what extent can agricultural produce be preserved?

### **Research Hypothesis**

This study requires these research questions to be tested. The research questions were;

HO<sub>i</sub> There is no significant relationship between agricultural produce and being delivered at stipulated time.

HO<sub>ii</sub> There is no significant relationship between agricultural produce and possession

HO<sub>iii</sub> There is no significant relationship between agricultural produce and being in the right form

HO<sub>iv</sub> There is no significant relationship between agricultural produce and preservation

### **Review of Related Literature**

#### **Conceptual Review**

#### **Facilitating Institutions in the Marketing of Agricultural Products**

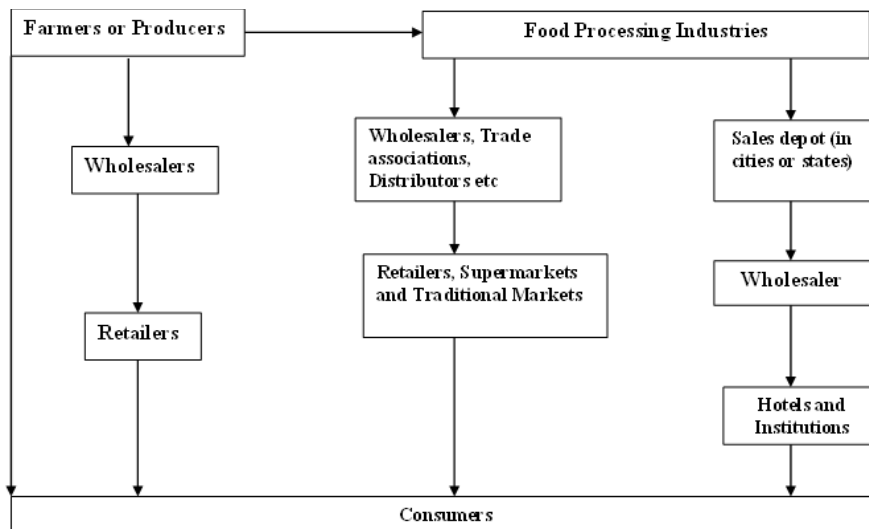
The various agricultural products harvested at the end of each farming season are marketed through intermediaries. The intermediaries were;

- a. Farmers themselves
- b. Wholesalers, Distributors, Retailers, Traditional markets etc.
- c. Food processing industries or factories

The organization below illustrates how agricultural products are being produced and these agricultural products are also marketed. Intermediaries market these agricultural products. The farmers or producers harvest the agricultural products from the farm. The agricultural products are conveyed plying through feeder roads. At times, the farmers sell directly to consumers which are known as direct channel or zero channel.

Wholesalers do purchase directly from farmers or producers in a very large quantity and as well sell to retailers who eventually sell to consumers. The farmers or producers equally sell to food processing industries. These food processing industries transform agricultural products to some other products that are being packaged.

The packaged products can be bought by wholesalers, trade associations, distributors etc. the intermediaries sell to supermarkets, traditional markets, institutions, hotels, and at times to consumers. The food processing industries usually obtain sales depots in cities or states from which the packaged products are distributed. Wholesalers buy in large quantity and sell to hotels and institutions where consumers normally buy from.



**Figure I:** Source: Ubanagu, O and Ndubuisi, E.C, (2004). Marketing Management Theory and Practice. Optimal publishers, 113 Agbani Road, Enugu.

The diagram illustrated how harvested agricultural products are being conveyed from the farm to consumers. Furthermore, how some of the agricultural products move from the farm to food processing industries and eventually get to consumers.

**Theoretical Framework**

This study will be limited to relevant economic theory which was propounded by Han and Mathews (1996). Since, agricultural marketing has no distinct body of theory of its own. Therefore, analytical frameworks for marketing studies are sets of relevant theories drawn

from general economics. Relevance is largely determined by the economic functions performed in a marketing system, the nature of the specific marketing problem under study and the economic forces and restraint in agricultural markets.

As viewed by Israel and Wilson (2006), knowledge of clients' use of information channels can have an impact on reaching those clients and consequently achieving intended outcomes. The well known theories of consumer demand, production, pricing, farmer demand for inputs, market information, behaviour of the firm, innovation, storage, transportation, competition, countervailing power and others.

Among these, consumer and farmer demand for farm products, inputs and marketing services are especially useful for explaining and predicting how and why the structures of these demands change during development. Apantaku (2007), stated that basic research is the process of using the abstract principles of pure sciences to find out why, how and where all operations in agricultural production and management.

The theory of production is important since most marketing operations involve the production of goods and services. In the view of Eicher and Staatz (1984), improved agricultural technologies are for the most part, the product of formal agricultural research systems. They require inputs of productive factors. With technological advance in marketing, rising wages and increases in market size during development, analyses of economics of scale and changes in substitution relationships among productive factors acquire great importance in marketing studies. According to Quinones (1999), to arrest the problems of poverty and food insecurity in many of the developing countries, the critical role of agricultural intensification as the engine of broader economic growth is becoming increasingly clear to the government and leaders. The relevant economic theory explains that it is vital to establish inputs factors for production of agricultural products. As the premise stands security and transport management is one of the inputs. It explains further that it will enhance the marketing of agricultural produce in Igbariam community and as well create an enabling environment for easy transportation of agricultural produce from Igbariam community to other cities of the state.

### **Empirical Review**

Etwire, Dogbe, Marty, Owusu and Fearson (2014), had a study on innovative agricultural technology dissemination: Finding a new use for motor tricycle. Population of the study comprises of farmers in Dagombas and Gonja, Ghana. A multi stage sampling technique was used. Data collected and observations made were subjected to descriptive and logit statistical analysis as well as fried man test in order to generate results for discussion. Sample size of the study was three hundred and twenty-two (322). The study found out that maximum impact, female farmers, members of relatively small households and elderly farmers should be targeted. The study recommends that agricultural technology interventions should employ either one form demonstration or video shows, especially when constrained to adopt only a single awareness creation technique.

Bite and Anand (2017), conducted a study on role of social media in agricultural marketing and its scope. The study adopted a descriptive research and the primary data collection tools were structural questionnaire and in-depth interviews from farmers who use social media. For this study researcher selected one hundred (100) resonances randomly and focuses group discussion for the collection of the data from farmers. The study found out that farmers were getting right information on right time. The results of the study show role of social media in agricultural marketing are dominated by males. The study recommended that facebook is the most likely social media for pages and profiles.

Ohazulike (2020), carried out a study on establishment of irrigations for effective marketing of agricultural produce. The specific objective is to ensure that irrigations established are providing water flow over lands for nourishing crops among others. Research question is to what extent do irrigations cause water flow over lands for nourishing crops among others? Survey research design was embarrassed. Area of the study was Ekpe farm settlement in Ihiala. Population of the study was farmers in Ekpe farm settlement. The sample size was (215) but (206) copies of questionnaire were used and duly filled. The study concluded that establishment of irrigations lead to effective marketing of agricultural produce. The study recommends that federal or state government is expected to establish irrigations for the farmers among others.

## **Methodology**

### **Research Design**

The study adopts survey research design. Survey research design will divulge the detailed outcome of the research.

### **Area of the Study**

The study was conducted at Igbariam farm settlement which was established by Anambra State government, in Igbariam which is located at Anambra East Local Government Area.

### **Population of the Study**

Population of the study was farmers who settled in Igbariam farm settlement. Igbariam farm settlement is in Anambra East Local Government Area, Anambra State, Nigeria. The farmers consulted were one hundred and seventy-five (175) In Igbariam farm settlement, Anambra East Local Government Area in Anambra State, Nigeria.

**Source:** Field survey, 2022.

### **Sampling Plan**

Sampling plan consists of sample designs, which refer the different ways, a researcher draws samples from any given population according to Nnamdi (1991). Sampling plan comprises of sample procedure. The sample unit concerns the farmers who settle in Igbariam farm settlement, Anambra East Local Government Area, Anambra State, Nigeria. The sample size of the study was one hundred and sixty-two (162) respondents duly filled their copies of questionnaire and the copies were used for the study. Method applied was the administration of copies of questionnaire. The procedure adopted was non-probability sampling and the type applied was the convenience or accidental sampling procedure.

### Data Presentation and Analysis

On the collection of the copies of questionnaire, it was recorded that one hundred and sixty-two (162) copies of questionnaire were to be in a useful form.

**Table 1:** Gender of Respondents

Sex	Frequency	Percentage
Female	61	38
Male	101	62
Total	162	100

**Source:** Author's compilation, August, 2022.

From the data collected, there were sixty-one (61) female respondents as farmers in Igbariam farm settlement. The percentage was (38%), while one hundred and one (101) male respondents were farmers in Igbariam farm settlement. The percentage was (62%).

Analysis of Attitude Questions; on Security and Transport Management in Marketing of Agricultural Produce in Igbariam Community.

**Table 2:** Analysis of Attitude Questions

S/N	Question	Agree	Disagree
1	Do farmers insure their farm in case of any mishap or disaster?	11 (7%)	151 (93%)
2	Do farmers who have farm vehicles insure them?	153 (94%)	9 (6%)
3	Are the feeder roads pliable for transportation of agricultural produce to cities?	4 (2%)	158 (98%)
4	Do farmers in Igbariam farm settlement envisage the soil as being fertile?	160 (99%)	2 (1%)
5	Does state government assist farmers by proffering incentives?	12 (7%)	150 (93%)
6	Do the feeder roads being maintained by communal and farmers' effort?	157 (97%)	5 (3%)
7	Do the farmers in Igbariam farm settlement plant variety of crops?	160 (99%)	2 (1%)

**Source:** Authors compilation, 2022.

### Analysis of Likert Questions

1. The researcher obliged to know the respondent's opinion in Igbariam farm settlement. Out of one hundred and sixty-two (162). Eleven (11) respondents agree that farmers ensure their farm in case of any mishap or disaster which resulted to (7%). While one hundred and fifty-one (151) respondents disagree, those farmers ensure their farm in case of any mishap or disaster and the percentage was (93%).
2. The researcher demanded to know the respondent's opinion in Igbariam farm settlement. Out of one hundred and sixty-two (162). One hundred and fifty-three (153) agree that farmers who have farm vehicles insure them and the percentage was (94%). While nine (9) respondents disagree that farmers who have farm vehicles insure them the percentage was (6%).

3. The researcher required to know the respondent's opinion in Igbariam farm settlement. Four (4) respondents agree that the feeder roads are pliable for transportation of agricultural produce to cities and the percentage was (2%). While one hundred and fifty-eight (158) respondents disagree that the feeder roads are not pliable for transportation of agricultural produce to cities the percentage was (98%).
4. The researcher seeks to know the respondent's opinion in Igbariam farm settlement. One hundred and sixty (160) agree that farmers in Igbariam farm settlement envisage the soil as being fertile. While two (2) respondents disagree that farmers in Igbariam farm settlement do not envisage the soil as being fertile. The percentage was (1%).
5. The researcher beseeches to know the respondent's opinion in Igbariam farm settlement. Twelve (12) respondents agree that state government assist farmers by proffering incentive. The percentage was (7%). While one hundred and fifty (150) respondents disagree that state government does not assist farmers by proffering incentives. The percentage amounted to (93%).
6. The researcher wanted to know the respondent's opinion on do the feeder roads being maintained by communal and farmers effort. One hundred and fifty-seven (157) agree that feeder roads are being maintained by communal and farmers 'effort and the percentage was (97%). While five (5) respondents disagree that feeder roads are not being maintained by communal and farmers effort. The percentage was (3%).
7. The researcher demands to know the respondent's opinion on do the farmers in Igbariam farm settlement plant variety of crops. One hundred and sixty (160) agree that farmers in Igbariam farm settlement plant variety of crops and the percentage was (99%). While two (2) respondents disagree that farmers in Igbariam farm settlement do not plant variety of crops and the percentage was (1%).

### **Findings**

This study discussed about security and transport management in marketing of agricultural produce in Igbariam community. Farmers, settled in Igbariam community, plant variety of crops. The soil is very fertile in growing those crops. The farmers endeavour to assembly, their crops at a central place before they are transported from the scattered farm lands. The feeder roads are hindrance, challenge and a difficult task because the roads are not tarred. These roads are maintained by the farmers and communal efforts. If not for the maintenance by the farmers and communal effort the roads would not have been pliable. The state government does not assist the farmers by proffering incentives. These incentives if provided would aid the farmers to produce grade one agricultural products. These incentives include; pesticides, herbicides, spraying machines etc.

### **Conclusion**

The study concluded that security and transportation management in marketing of agricultural produce in Igbariam community help in feeding the citizens of the state and beyond. It provides some crops during the season and off the season. Agricultural activities provide work for unskilled and semi-skilled citizens. It helps farmers to earn a living. It concluded that state government should provide farmers with necessary incentive. The feeder roads should be tarred by the state government to ease transportation of agricultural produce. The state government also should provide farmers with variety crops.



### Recommendations

Based on the observations of this study, these recommendations were suggested. The recommendations were;

1. State government should assist the farmers by providing variety of agricultural crops.
2. State government should endeavour to tar the feeder roads to ease the transportation of agricultural products in Igbariam community.
3. State government should try as much as possible to proffer incentive to farmers.
4. State government should assist the farmer in Igbariam community to delve into plantation farming.
5. In case, of any mishap or disaster, the state government should provide relief materials to ensure better standard of living for the farmers in Igbariam community.

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