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Marketing Analysis and Consumption Pattern of Tomato in Oyo State, Nigeria

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Abstract – **This study analyzed the marketing system and consumption pattern of tomato in Ogbomoso metropolis of Oyo State. A two-stage sampling method was employed to select one hundred and thirty six (136) respondents. A total of thirty-three (66) tomato marketers and a total of seventy (70) tomato consumers were selected from four major produce markets within Ogbomoso metropolis, using a two-stage sampling technique. Descriptive, budgetary and inferential statistics were used to analyze the marketing and consumption data collected from respondents.**

Findings revealed that the mean age of tomato marketers was 43.3years while that of consumers was 29years, 84.9% compared with 82.9% of sampled marketers and consumers respectively belong to the female gender. The average number of years spent in school was 6years and 15years for the marketers and consumers respectively. Budgetary analysis revealed that tomato marketing is a profitable enterprise with BCR of greater than one. Tomato consumers claimed to consume tomato on daily basis using freshness as the major criteria for purchase and preferred to consume tomato in form of stew. Data analysis further revealed that there is significant relationship between tomato transaction costs and quantity supplied by marketers. The major challenges to tomato marketing and consumption respectively were rapid deterioration in quality and unstable market price.

Keywords – **Consumption, Marketing, Transaction Costs, Tomato.**

I. INTRODUCTION

Tomato is cultivated almost throughout Nigeria and the most important areas lie between 7.5^0N and 13^0N mostly around urban areas in the Northern and Southern-Western parts of the country. Tomato is an herbaceous plant commonly grown as an annual, though perennial tomato culture is an established practice in many parts of South America.

According to [1], tomato is a short lived perennial, grown as an annual, branching herb with hairy weak trailing stems, hairy leaves and variable in shape. Lycopersicon is a relatively small genus within the extremely large and diverse family Solanaceae. The family Solanaceae is an important source of vegetable and desert crops including the potato, egg plant, various pepper, the tree tomato and the tomato, Lycopersicon esculentum among others. The African tomatoes on the other hand were introduced by European merchants and colonizers. Therefore, the African tomatoes were probably descended from varieties bought from Europe [2].

Reference [3] defined Agricultural marketing as all activities that aid the movement of commodities from the farms to the consumers and these include assemblage of goods, storage, transportation, processing, grading and financing of all these activities. Reference [4] pointed out that in a typical vegetable marketing, retailers were observed to sell both tomato and onion at the same time in addition to other vegetables like hot pepper, sweet pepper, cabbage, salad and in some cases chilies pepper. Tomato marketing is characterized mainly by the problem of seasonality and perishability amongst others.

Reference [5] indicated that in the past the federal, state and local government of Nigeria paid little attention to the marketing of vegetables such as pepper, tomato, onions, garden eggs, okra and leafy vegetables despite the fact that they need spatial marketing facilities. The losses are accentuated by improper packaging and handling. Losses of 40-50 percent occur for many fruits and vegetables in the marketing system because of spoilage from poor handling, inadequate transportation, and lack of cooling facilities. In a research conducted by [6], the net returns to plantain marketing were affected by marketing costs and selected personal characteristics of marketers. The authors further disclosed that the marketers in the study area were carrying out their distributing function using diverse channels revealing that 10.9% claimed to supply their wares in wholesales while the remaining 26.4%, 42.7% and 20% sells directly to the retailers, final consumers and processors / food vendors respectively.

Food consumption patterns can be defined as the recognizable ways of eating foods. Rural dwellers tend to adhere to their old eating patterns rather than venturing to seek new and more proper eating habits. In order to maintain healthful diets, [7] asserts that a variety and balance of foods from all food groups and moderate consumption of all food items is very important. The structure of Nigerian consumption has been undergoing a dramatic change for some years now. There was a decrease in dietary energy consumption (9kcal per caput per day) for the periods 1990-1992,1995-1997,2001-2003 that was put at 2540,2750 2700 respectively. Also there was a decrease in dietary protein consumption (gm per caput per day) for the period of 1995-1997 and 2001 - 2003. The per capital protein intake was 62 between 1995 and 1997 but dropped to 61 between 2001 and 2003 [8].

As an important source of minerals, vitamins and health acids, tomato is one of the most important vegetable crops of solanaceae grown universally with the production of 124.75 million tonnes [9]. Onion, tomato and chillies are most common and important kitchen items cooked as vegetables, used as condiments and salad. The consumption of tomato and onion has high income elasticity of demand. Thus, there will be more demand for these vegetables with population growth, economic growth, and urbanization [10]. In the light of the above, it is very crucial to conduct a study to survey the marketing system as well as consumption pattern of tomatoes.

The general objective is to analyze the marketing and consumption pattern of tomato in Ogbomoso metropolis of

Oyo State, Nigeria. The specific objectives are to describe the socio-economic characteristics of tomato marketers and consumers in the study area, investigate the marketing activities performed by marketers, examine the consumer consumption pattern, estimate the cost and returns of tomato marketing, and identify the challenges encountered by tomato marketers and consumers in the study area.

Hypothesis of the study stated in the null form is as follow: There is no significant relationship between the quantity of tomato supplied by marketers and transaction costs.

II. METHODOLOGY

The study area is Ogbomoso metropolis of Oyo State. Oyo State comprises of 33 local government areas with an estimated population of 6,617,720. The estimate population of Ogbomoso zone was 657,412 [11]. Ogbomoso lies on 8^0 10' North of the Equator and 4^0 10' East, of the Greenwich meridian. The town has a fairly high uniform temperature, moderate to heavy seasonal rainfall, and high humidity. The mean annual temperature is 26.2^0C while the mean annual rainfall is 1,247mm. The town lies within the derived savannah region and it is a gateway to the northern part of Nigeria from the south. It provides a high link between Nigeria south-west and the northern parts of the country. The study was conducted in the two local government areas which make up the metropolis of Ogbomoso, Oyo State. The Local Government areas are the Ogbomoso South and Ogbomoso North. Ogbomoso North Local Government headquarters is at Kinnira and the land area is 207,978km^2. Ogbomoso South Local Government headquarters is at Arowomole and the land area is 146,741km^2.

Study population comprises all tomato marketers and consumers in the study area. A two-stage sampling method was used. The first stage involved a purposively selection of four (4) produce markets within Ogbomoso metropolis. The selection was based on the fact that the market places are popularly known for foodstuffs and vegetables transactions. Marketing activities occur on daily basis in all the market places sampled. From North local government area, Sabo and Attender market places were selected while from the South local government area, Aaradaa and Akande market places were sampled. In the second stage, Cluster sampling technique was employed to select respondent tomato marketers while the customers that came for purchase during the course of interviewing the marketers were also interviewed as tomato consumers. In all, one hundred and thirty six (136) respondents comprising of thirty-three (66) tomato marketers and a total of seventy (70) tomato consumers were interviewed for the study. Primary data were collected through a well structured interview schedule. Analytical techniques used are descriptive analysis, budgetary as well as the regression analysis. Objectives 1, 2, 3 and 5 were discussed using descriptive statistics (mean, frequency and percentages). The budgetary analysis investigated cost and returns to tomato marketing while the regression analysis showed the relationship between the dependent and independent variables of the study. The regression model is specified as follows:

$Y = a + bX_1 + bX_2 + bX_3 + bX_4 + bX_5 + bX_6 + e$

Where, The dependent variable (Y) is the quantity of tomato sold per week (in baskets)

The independent variables are:

X_1= Purchase cost (#)

X_2 = Labour cost (#)

X_3= Transportation cost (#)

X_4 = Marketing Agents' fee (#)

X_5 = Fixed cost (#)

X_6 = Cost of Packaging materials (#)

a = Constant

b_1 ----- b_6 = Co-efficient of independent variables

e = Error term

The a-priori expectation is that an inverse relationship exists between transaction costs and quantity of tomato supplied by marketers. Reference [11] found that transaction costs and agricultural productivity were significantly inversely related in Madagascar.

III. PRESENTATION AND DISCUSSION OF RESULTS

A. Socio-economic Characteristics of Tomato Marketers (Table 1)

Table 1 showed that 54.5% of the tomato marketers were aged between 31-50years with mean age of 43.3years. This implies that they were still active and physically capable of working on their marketing activities Analysis also showed that 62.9% of tomato consumers were aged between 19-30yeras with an average age of 29years. This implies that majority of those that bought tomato fruits inside the markets are youths. Data analysis showed that 84.9% of tomato marketers were female. This showed that the female gender is more into the marketing of tomato in the study area. Similarly it was found that 82.9% of respondent consumers were female. This is probably due to the fact that female is more involved in household food preparation. Analysis revealed that marketer households having between 6 and 10 members constituted 42.4%. The calculated mean household size was 6 members. This could mean that many of the respondents had family labour to assist them on their businesses therefore reducing amount spent on hired labour. However, consumers having household members between 1 and 5 members constituted 62.9% and the mean was 5.

Data analysis showed that 84.9% of the marketers compared with 57.1% of the consumers were married. Distribution based on educational status of respondents implies that tomato marketing and consumption is for both well-educated and less educated groups. The average number of years spent in school was 6years and 15years for the marketers and consumers respectively. Level of education is no barrier to tomato consumption. Distribution based on religion affiliation also revealed that respondents claimed different religious backgrounds, implying that there is no religion barrier to tomato marketing and consumption in the study area.

Table 1: Socio-Economic Characteristics Distribution of Tomato Marketers and Consumers

Variable	Marketers		Consumers	
	Frequency	Percentage	Frequency	Percentage
Age				
<20	4	6.1	10	14.3
21-30	8	12.1	34	48.6
31-40	18	27.3	12	17.2
41-50	18	27.3	14	20.0
> 50	18	27.3	0	0.0
Total	**66**	**100.0**	**70**	**100.0**
Sex				
Male	10	15.2	12	17.2
Female	56	84.8	58	82.9
Total	**66**	**100.0**	**70**	**100.0**
Household size				
1-5	34	51.5	44	62.9
6-10	28	42.4	26	37.1
> 10	4	6.1	0	0.0
Total	**66**	**100.0**	**70**	**100.0**
Marital status				
Single	2	3.0	30	42.9
Married	56	84.8	40	57.1
Divorced	0	0.0	0	0.0
Widowed	8	12.1	0	0.0
Total	**66**	**100.0**	**70**	**100.0**
Educational status				
No formal education	22	33.3	0	0.0
Primary education	12	18.2	0	0.0
Secondary education	28	42.4	0	0.0
Teachers Training College	4	6.1	32	45.7
Polytechnic/University	0	0.0	38	54.3
Total	**66**	**100.0**	**70**	**100.0**
Religion				
Islam	**26**	**39.4**	**8**	**11.4**
Christianity	**40**	**60.1**	**62**	**88.6**
Total	**66**	**100.0**	**70**	**100.0**

Source: Field Survey, 2013

B. Marketing Activities Performed by Tomato Marketers (Table 2)

Table 2 indicated that 48.5% had less than 10years of experience while only 3.0% had greater than 30years of experience in tomato marketing. The mean was 13years, implying that most respondents have adequate knowledge and exposure concerning the enterprise. Analysis further revealed that 54.5% of the marketers were retailers while 18.1% were wholesalers, showing that most of them market at retail level. Further information supplied by the respondents revealed that apart from the family and hired labour employed by them, some of them (especially the wholesalers) still employ the services of professional marketing agents who assist them in the transaction process in exchange for a fee. Study revealed that 45.5% of respondents claimed to stock tomato fruits on daily basis, while others store their wares for 2-3days before re-stocking. The only storage method employed by all respondents is spreading of tomato fruits in fresh air. Distribution revealed that 81.8% of the respondents sold both oblong and round types of tomato. According to the marketers, during off-season of oblong tomato type, the round type would be available. Distribution in table 2 further indicated that on weekly basis, 92.9% of the marketers sold less than 5 baskets of oblong type while 45.5% of them sold 6 - 10 baskets of round type. On the

average 3.6 baskets of oblong tomatoes were sold per week per respondent while 14.3 baskets of the round type were sold.

Table 2: Marketing Activities Performed by Tomato Marketers

Variable	Marketers	
	Frequency	Percentage
Years of experience		
<10	32	48.5
10-20	30	45.5
21-30	2	3.0
>30	2	3.0
Total	**66**	**100.0**
Level of trade		
Wholesale	12	18.2
Retail	36	54.6
Both	18	27.3
Total	**66**	**100.0**
Transaction trip		
Every day	30	45.5
3 times in a week	20	30.0
Twice in a week	10	15.2
Once in a week	2	3.0
5 days interval	2	3.0
Total	**66**	**100.0**
Tomato Type		
Oblong only	6	9.1
Round only	6	9.1
Both	54	81.8
Total	**66**	**100.0**
Storage method		
Spread in fresh air	66	100.0
Total	**66**	**100.0**
Quantity sold per week (in baskets)		
Oblong type		
< 5	60	92.9
6-10	4	6.1
>10	2	3.0
Total	**66**	**100.0**
Round type		
<5	6	18.2
6-10	30	45.5
11-15	10	15.5
16-20	8	12.1
>20	6	9.1
Total	**66**	**100.0**

Source: Field Survey, 2013

C. Consumption Pattern of Tomato Consumers (Table 3)

Table 3 revealed the tomato consumption pattern of respondents. Data analysis showed that 62.9% of the consumers preferred round tomato fruits. According to them this is because the round type is cheap and always available. The study revealed that 65.7% consumed tomato fruits daily while 34.3% consumed it on weekly basis. Many of the consumers claimed to prepare one kind of dish with tomato almost every day. Statistical distribution as shown in table 3 revealed that 68.6% of the respondents consider freshness in the process of tomato purchase while 2% claimed to consider its texture. It was further revealed that 94.3% used tomato to make stew while 11.4% preferred it roasted and in form of sandwich. Furthermore, 57.1% of sampled consumers bought their tomato fruits from retailers while 17% claimed to always buy directly from farmers or producers. In addition, consumers bought other vegetables like pepper alongside tomato, implying that most of the consumers mix tomato with pepper and other vegetables for consumption. The mean income earned by sampled consumers per month was #96,632. The average tomato consumption per month was found to be 1.46 baskets for respondents' households.

D. Profitability Analysis

Total Revenue (TR) = Price x Quantity of the product sold

Total Cost (TC) = Total variable cost (TVC) + Total fixed cost (TFC)

Gross Margin (GM) = Total Revenue – Total Variable Cost

Profit (Net return) = Gross Margin – Total Fixed Cost

$$\text{Benefit Cost Ratio (BCR)} = \frac{\sum TR}{\sum TC}$$

If BCR>1, then the business is profitable

If BCR<1, then the business is running at a loss.

Variable cost variables include tomato purchase cost + transportation cost + labour cost + cost of packaging materials

Total fixed cost variables include rent, depreciated cost of benches, tables, stools, trays, plastic tins/bowls

Weekly, on the average:

TR = ₦ 12, 141.7

TVC = ₦7345.91

TFC (depreciated) = ₦ 83.4

Quantity sold = 8.95 baskets

Therefore:

GM = ₦ 12, 141.7- ₦7345.91

= ₦ 4795.79

GM per basket sold = ₦ 4795.79 /8.95 = ₦ 535.84

Net Return (NR) = GM – TFC = ₦ 4795.79 - ₦ 83.4

= ₦ 4712.39 /8.95

NR per basket sold = ₦ 4712.39 /8.95 = ₦ 526.52

BCR = ₦ 12, 141.7/ 7429.31

= 1.63

The business is profitable since BCR > 1

Table 3: Tomato Consumption Pattern

Variable	Consumers	
	Frequency	Percentage
Tomato type preferred		
Oblong	16	22.9
Round	54	77.1
Total	**70**	**100.0**
Frequency of Tomato Consumption		
Daily	46	65.7
Once in a week	24	34.3
Once in a month	0	0.0
Total	**70**	**100.0**
Criteria used in purchasing tomato		
Price	14	20.0
Texture	2	2.9
Freshness/ Physical Appearance	50	71.4
Nutritional value	12	17.1
Total	**78***	
Tomato utilization pattern		
Stew	66	94.3
Tomato sauce	16	22.9
Roasted/ fried	12	17.1
Salad	6	8.6
Cooked vegetable	18	25.7
Sandwiches	4	5.7
Total	**122***	
Source of tomato consumed		
Hawkers	12	17.1
Retailers	40	57.1
Wholesalers	16	22.9
Producers/farmers	26	37.1
Total	**94***	
Other vegetables bought by consumers		
Okra	24	34.3
Amaranthus spp	38	54.3
Cochorus olitorius	38	54.3
Pepper	42	60.0
Soybean	10	14.3
Cabbage	10	14.3
Onion	40	57.1
Total	**202***	
Income per month (#)		
10,000-50,000	20	28.58
60,000-100,000	28	40.02
>100,000	22	31.43
Total	**70**	**100**
Monthly tomato consumption		
< 1 basket	12	17.1
1-2 baskets	42	60.0
>2 baskets	16	22.9
Total	**70**	**100.0**

*Multiple responses
Source: Field Survey, 2013

E. Result of Regression Analysis (Table 4)

The regression analysis result as presented in table 4 revealed the statistical relationship between tomato transactions cost (independent variables) and quantity of tomato supplied by marketers (dependent variable). Data analysis as shown in table 4 revealed that two of the estimated variables were found to significantly have effect on quantity of tomato supplied by marketers. The variables are cost of tomato purchase and transaction agents' fee. The adjusted R^2 was 0.628, implying that the estimated variables explained 63% of variations in quantity of tomato supplied by respondents. Purchase cost has a negative effect on tomato marketers. This is in line with a-priori expectation of the study. This explained the fact that as cost price increases, the purchase power of marketers drop and the quantity of tomato the marketers were able to supply to the market reduces. Agents' fee has a positive effect on quantity of tomato supplied by marketers, suggesting that the higher the fees charged by marketing agents the more tomato the respondents were able or willing to sell. This is at variance with the a-priori expectation of the study. This suggests that with an efficient marketing agent, the marketers will be able to sell at a better price and make better profit. Thus, the effect of higher fees paid to efficient marketing agents is canceled by better profits made and thus the marketer is willing to invest more in to the business. Data analysis result further revealed that transportation cost, labour cost, fixed cost and packaging material cost have no statistically significant effect on quantity of tomatoes supplied by marketers.

F. Challenges Encountered by Tomato Marketers and Consumers (Table 5)

Table 5 showed the challenges militating against tomato marketers and consumers in the study area. From the table, 78.8% and 31.4% respectively of tomato marketers and consumers indicated that the major challenge being encountered was rapid deterioration in tomato quality. Due to the perishable nature of tomato, several losses are from different sources. Some (9.1%) of the marketers submitted that they are faced with challenge of finance. The same percentage (9.1%) encountered problem of injury to tomato during transportation. In addition, 6.1% of the marketers complained of inadequate profit in the business. The table also indicated that 6.1% of marketers compared with 20% of consumers complained that tomato fruits are expensive. Few (3.0%) of the marketers lamented low patronage. The most common challenge indicated by tomato consumers (60%) was unstable market price. Other challenges identified with consumers include off-season tomato scarcity and long distance to market places.

Table 4: Result of regression analysis showing the statistical relationship between transaction costs and quantity of tomato supplied by the marketers.

Variable	Coefficient	Standard Error	t-ratio
Constant	0.379	0.104	3.654
Purchase cost	-0.010	0.002	-3.99***
Labour cost	-0.030	0.026	-1.15
Transportation cost	0.004	0.004	0.85
Agents' fee	0.167	0.089	1.87*
Fixed cost	0.001	0.001	1.14
Packaging material cost	0.006	0.007	0.86
R^2	0.696		
Adjusted R^2	0.628		
F-stat	3.240***		

*** Significant at 1% * Significant at 10%
Source: Data Analysis, 2013

Table 5: Challenges Encountered by Tomato Marketers and Consumers

Variable	Marketers		Consumers	
	*Frequency	Percentage	*Frequency	Percentage
Deterioration in quality	52	78.8	22	31.4
Injury during transportation	6	9.1	0	0.0
Inadequate capital	6	9.1	0	0.0
Low profit	4	6.1	0	0.0
High cost	4	6.1	14	20.0
Low patronage	2	3.0	0	0.0
Unstable price	0	0.0	42	60.0
Scarcity	0	0.0	12	17.1
Distance to market places	0	0.0	12	17.1
*Total	**74**		**102**	

*Multiple responses
Source: Field Survey, 2013

G. Conclusion and Recommendation

The study concluded that

- Tomato marketing is a profitable enterprise in the study area.
- Purchase cost of tomato and transaction agents' fee were variables affecting quantity of tomato supplied by marketers in the study area.
- Consumers demanded more of round tomato than the oblong type in the study area, and the monthly average tomato consumption per household was found to be 1.46 baskets in the study area.
- Rapid deterioration in quality and unstable market price were challenges encountered by tomato marketers and consumers in the study area.

This study recommends that tomato marketers should strengthen themselves by forming cooperative groups whereby tomato could be purchased in bulk on behalf of members at a reduced cost, thereby lowering the average transaction costs to the advantage of marketers. The impact of this could also help in stabilizing tomato market price to the advantage of consumers. Members of the recommended cooperative groups could have access to financial assistance through timely loans at a very low rate as part of benefits from the group activities.

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