

Socioeconomic Determinants Influencing Marketers' Participation in Marketing Cassava Products in Enugu Metropolis, Enugu State, Nigeria

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Abstract

The socioeconomic determinants influencing marketers' participation in marketing cassava products in Enugu metropolis were studied. Combinations of multistage and purposive sampling techniques were employed in the collection of data from 270 cassava product marketers using structured questionnaire. Descriptive and inferential statistics were used to realize the objectives of the study. The findings show that the mean age of the marketers was 41 years with majority of them (83.33%) being females. About 66.67 % of the marketers were married with a mean household size of 7 persons and an average marketing experience of 10 years. The result equally revealed that the average initial amount invested in the business was N 280,211 while the average quantity of product marketed per day was 134 kg with an average of 2 persons employed as labour. About 91.11 % of the marketers can read and write. The X^2 value of 2931.250 was statistically significant at $p < 0.05$. It was revealed that age, marketing experience, years spent in school, quantity of product marketed, number of labours employed and the initial amount invested in the business have positive influence on cassava product marketing. The results further revealed that the inter-relationship between years spent in school and marketing Experience (.823**), initial amount invested and years spent in school (.638*), quantity marketed and marketing experience (.577*), labour employed and quantity of cassava product marketed (.517*), have strong effect on cassava product marketing decision. It was recommended that accessible loans and friendly economic policies be instituted to encourage marketers.

Keywords: Socioeconomic Determinants, Agricultural Marketing, Probit Regression, Marketing of Cassava Product, Enugu State Nigeria.

Introduction

Cassava, *Manihot esculenta*, Crantz is a major staple crop in Nigeria and is consumed in various forms all over the country. The crop is mostly produced by small holder farmers who cultivate on small portions of land and often with minimal agronomic inputs (Olanrewaju et al. 2022). Cassava has over the years, undergone several modifications in terms of consumable products which have added variety and increase to its food value. In spite of its dominance over other crops, cassava is amenable to various processing forms. Processing

of cassava into different products and its availability all year round makes it an important staple food crop for most Nigerian households (Nwachukwu, et al., 2020).

Various socio-economic factors influence marketing cassava product and direct the trends and decisions of marketers in the business. Government interventions to promote the marketing of cassava products should be based on clear understanding of these factors. These factors according to Ogundari and Ojo (2017) can influence marketer's participation in marketing cassava products. Socio-economic factors such as educational level, household income, access to credit, infrastructure, market information and social networks play pivotal roles in shaping the behavior and decision-making processes of market participants (Uzochukwu and Ajayi, 2019).

Marketing cassava products involve all those activities that are concerned with the promotion and selling of cassava-based products to buyers or consumers on an agreed term. Some of these cassava-based products include garri, fufu, tapioca, chips, abacha, aribo and starch. Okello et al. (2021) asserted that Product strategies such as value addition and branding have been shown to increase cassava marketability. The strategies adopted in marketing these products vary and depend on such factors as branding, price bargaining, product differentiation, government policies, and market segmentation. Were & Abila (2022) are of the view that promotion strategies such as local media campaigns, agricultural shows, and farmer group networks have been found to improve consumer awareness and trust.

Literature Review

Several authors, Ajiboye & Adesina (2019), Al-Karim & Habiba, (2020), believed that the efficiency of the marketing chain can be influenced by storage facilities, transportation network and the availability of roads.

Donkor et al. (2018), focused on analyzing the determinants of farmer participation in direct marketing channels using the case of the cassava sector in the Oyo State of Nigeria. The Bivariate Tobit model was applied in the empirical analysis. The result showed that human capital, physical capital, social capital, and market conditions had significant effects on farmers' decisions on whether to sell their cassava output directly to processors or middlemen.

Obinna-Nwandikom et al. (2025) evaluated income distribution, and market participation among women cassava marketers in Anambra and Imo States, Nigeria using multi-stage random sampling technique. Data were analyzed using Gini coefficient and multiple regression. The result revealed that Market participation determinants included education ($P < 0.05$), marketing experience ($P < 0.05$), age ($P < 0.05$), market association membership ($P < 0.05$), access to credit ($P < 0.1$), household size ($P < 0.05$), and income ($P < 0.05$). Manganyi et al. (2023) in their study examined factors that influence cassava sales and positive income generation along the cassava value chain. A total of 240 farmers in the South African provinces of KwaZulu-Natal, Limpopo, and Mpumalanga were sampled for the study. A logistic regression was used to investigate the impact of explanatory variables

on the probability of selling cassava and earning a positive income. The findings showed that having access to output markets, owning livestock, being a female, and having sizable land under cassava production enhances the possibility of cassava sales and generating a positive income. In contrast, age has a detrimental influence on cassava sales, while access to extension services and harvesting for household food consumption exhibited no substantial effects.

Waje et al. (2025) explored the determinants of market participation, intensity, and channel choice of cassava producers in rural Ethiopia. Double Hurdle Model was employed to estimate the determinants affecting market participation decision and intensity and multivariate probit model (MVP) was employed to estimate the determinants of channel choice decision. The study revealed that market participation decision was positively affected by cell phone use, share of land allocated, and extension support while negatively related to access to credit and negotiating strength of farmers.

Afolami et al. (2018) are of the view that government policies such as price support mechanisms and subsidies play a crucial role in shaping the marketing environment for cassava products. The socio-economic characteristics of cassava farmers, including education, income and access to credit can affect their marketing decisions and strategies (Chijioke et al. 2020). Without doubt, the negotiating power of cassava product marketers can be greatly enhanced by strong cooperative action coupled with adequate and effective social networks.

Theoretical Framework

This study is anchored on the theory of planned behavior. According to the Theory, an individual's behaviour is determined by their intention to perform the targeted behaviour and this intention is a function of two determinants: their attitude toward the behaviour and subjective norm. Chen and Slade (2026) further added that attitude toward the behaviour refers to "an individual's positive or negative feelings (evaluative affect) about performing the target behaviour" and subjective norm is defined as a "person's perception what most people who are important to (them) think (they) should or should not perform the behaviour in question". According to the theory, an individual is more inclined to perform a behaviour when they have a positive feeling about it and performance of a behavior is a joint function of intentions and perceived behavioral control.

The behaviour of the cassava product marketer is driven by his or her intention to make sales and profit. This intention is influenced by age, marital status, gender, marketing experience, level of education, household size, quantity of product marketed, number of labours employed and the initial amount invested as well as other factors.

Statement of the Problem

Several researchers have conducted studies on cassava products marketing in Nigeria, Okpara et al. (2023) investigated the analysis of cassava product marketing in Abia state using multistage sampling technique and found out that marketing experience, level of education and household size have significant effect on net profit of product marketers.

Nwachukwu et al. (2020) estimated the determinants of market participation among smallholder cassava processors in Ikwuano Local Government Area, Abia State, and discovered that marketing experience and level of education have positive and significant effect on profit. Uzuegbu et al. (2020) examined the marketing of garri and fufu in Umuahia north L.G.A. using random sampling technique and discovered that cassava product marketing is essential in boosting output and consumption.

In spite of these research efforts, there are little studies on the socioeconomic determinants of marketing cassava products in Enugu metropolis.

Most people in Enugu metropolis are agripreneurs whose means of livelihood revolve around marketing of agricultural products. Some investors are reluctant to invest in cassava product marketing because of the risk involved and government on their own part, are not showing any interest towards promoting the trade. These people have little or no knowledge of socioeconomic determinants of marketing cassava products. The findings of this research will be of immense benefit to these traders. This research work is essential and suitable at this point in time as it will assist the government in cassava policy formulation in the state and guide other stakeholders interested in cassava product marketing.

Research Questions

For this study, the following research questions were raised:

What are the socioeconomic characteristics of cassava product marketers? What cassava products are marketed in Enugu metropolis? What are the determinants of marketing cassava products? What are the inter correlation between the socioeconomic factors that influence marketing cassava products?

The Objectives of the Study

The broad objective of this study was to estimate the socioeconomic determinants influencing marketers' participation in marketing cassava products in Enugu metropolis, Enugu, Nigeria. Specifically, the objectives are to; describe the socio-economic characteristics of cassava product marketers, identify the various cassava product marketed in the area, estimate the determinants of marketing cassava product, determine the inter correlation between the socioeconomic factors that influence marketing cassava products.

Hypothesis

The following null hypothesis was tested:

Ho: Gender, marital status, age, marketing experience, years spent in school, household size, quantity of product marketed, number of labours employed and initial amount invested have no significant influence on cassava product marketing

Methodology

Study Area

The study was conducted in Enugu metropolis. Enugu metropolis is made up of three local Government Areas namely; Enugu East LGA, Enugu North LGA and Enugu South LGA. The area lies within longitude 6° 45" and 8° 25" E and latitude 4° 30" and 7° 00" N. The area has a tropical climate with distinct rainy season occurring between April to September and dry season occurring from October to March. The mean annual rainfall ranges from 1600mm to 1800mm which is ideal for cultivation of various crops like cassava, yams, corn, beans and vegetables. In addition, the area has a mean temperature of 30°C which provides a conducive environment that support diverse plant and animal production.

Sampling Procedure

Both purposive and multistage sampling techniques were employed in the selection of 270 marketers of cassava product in the study area.

Stage 1: From each of the three LGAs that make up Enugu metropolis, three major markets were purposively selected because of the large number of marketers of cassava product available in the markets. These markets include:

Enugu East LGA; Abakpa market, Oye Emene Market and Eke Obinagu Market

Enugu North LGA; Ogbete Main Market, New Market and New Haven Market

Enugu South LGA; Garriki Market, Kenyetta, Market, Mayor Market.

Stage 2: From each market selected, 10 garri marketers, 10 fufu marketers and 10 abacha marketers were randomly selected for the study. This gave a total of 30 marketers per market and 90 marketers per LGA. Thus, a grand total of 270 marketers of cassava product from Enugu Metropolis were sampled for the study.

Data collection

Data for this study were collected mainly from primary and secondary sources of information. The primary data used were drawn from marketers of cassava product through structured questionnaires administered to the respondents. The instrument for data collection was validated and pre-tested before it was administered to the respondents. Secondary information was obtained from journals, project reports and seminar papers.

Data Analysis

Descriptive and inferential statistics were used to analyze the objectives. Specifically, the probit regression model was used to obtain the marketing determinants. The model is implicitly stated as $Y = (X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9)$ and explicitly expressed as;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + e$$

Where:

Y = dichotomous dependent variable which can be expressed as Y = 0, no influence on marketing and Y = 1, influence on marketing

β_i = regression coefficients that explains the influence to market cassava products

e = error terms

The independent variables represented by X_i are;

X_1 = (GE) gender (dummy where male = 1, female = 0)

X_2 = (MS) marital status (dummy where married =1, single = 0)

X_3 = (AG) age of marketer (years)

X_4 = (MEX) marketing experience (years)

X_5 = (YRS) years spent in school (years)

X_6 = (HS) household size (number of persons)

X_7 = (QM) quantity of products marketed (kg)

X_8 = (LE) number of labours employed (number)

X_9 = (AI) initial amount invested (N)

Results and Discussion

Table 1: Percentage distribution of cassava product marketers according to socioeconomic Characteristics

Parameter	Frequency (N=270)	Percentage	Mean
Gender			
Male	45	16.67	
Female	225	83.33	
Marital Status			
Married	180	66.67	
Single	50	18.52	
Divorced	25	9.26	
Widowed/widower	15	5.55	
Age (years)			
21 – 30	13	4.82	
31 – 40	90	33.33	41
41 – 50	130	48.15	
More than 50	37	13.70	
Marketing Experience (years)			
Less than 5	7	2.59	
5 – 9	100	37.04	10
10 – 14	140	51.85	
15 – 19	20	7.41	
More than 20	3	1.11	
Years Spent in School			
No formal education (0)	24	8.89	
Primary education (6)	35	12.96	
Secondary education (12)	73	27.04	12
ND/NCE (14 – 15)	70	25.93	
HND/B.Sc (16)	58	21.48	
M.Sc./Ph.D. (18 – 19)	10	3.70	

Parameter	Frequency (N=270)	Percentage	Mean
Quantity of Products Marketed per day (kg)			
Less than 50	13	4.82	134
51 – 100	57	21.11	
101 – 150	90	33.33	
151 – 200	85	31.48	
More than 200	25	9.26	
Household Size			
1 – 5	60	22.23	7
6 – 10	190	70.37	
11 – 15	12	4.44	
More than 15	8	2.96	
Number of Labour Employed			
None	100	37.04	2
1 – 3	120	44.44	
4 – 6	35	12.96	
7 – 10	15	5.56	
Initial Amount Invested in the Business (₦)			
Less than 100,000	14	5.19	280,211
101,000 – 200,000	56	20.74	
201,000 – 300,000	72	26.67	
301,000 – 400,000	70	25.92	
Above 400,000	58	21.48	

Source: field data 2025

The result of the socioeconomic characteristics of the cassava marketers are shown on table 1. From the table, the mean age of the marketers of cassava products was 41 years, with majority of the marketers in Enugu metropolis falling within the age bracket of 41 – 50 years. This finding supports the earlier works of Osakue et al. (2023), Elegbede et al. (2018), who found out that the age of most cassava product marketers falls between 41 - 50 years. Most of the marketers (83.33%) were dominated by females. This is in agreement with Obinna-Nwandikom (2025), Olomo (2021), who reported that women were major players in the marketing and processing of cassava products in Nigeria. The study equally showed that 66.67% of the marketers were married with an average household size of 7 persons. Most of the marketers had a mean marketing experience of 10 years and about 91.11% of them have received formal education and can conveniently read and write. Osakue et al (2023) reported that majority of cassava product marketers in Edo south ecological zone had marketing experience of less than 5 years with only 70.2% having formal education. According to the study, an average of 134 kg of cassava products were marketed daily in Enugu metropolis with an average of two persons employed to assist in the marketing process. On the average, about N 280,211 was the initial amount invested in the business.

Table 2: Percentage distribution of marketers according to the selected cassava products marketed in the area.

Product	Frequency	Percentage
Garri	100	37.04
Fufu	95	35.19
Abacha	97	35.93

Source: field data 2025 Multiple responses recorded

Table 2 shows the selected cassava product marketed in the study area. According to the table, garri was the most marketed cassava product in Enugu metropolis (37.04%). Almost equal amount of fufu and abacha were marketed in the study area, however, abacha has a slight edge as more of it were marketed. There was no significant difference in the quantity of fufu and abacha marketed thus indicating that none of them significantly dominate the other in terms of consumer's preference or choice. This clearly indicates that any cassava products marketed in the study area will be sold out because of the high demand for them.

Table 3: Estimates of the Probit regression model of the influence of socioeconomic attributes of marketers, on the marketing of selected cassava products.

Variable	Parameter	Coefficient	Standard Error	Z-value
Constant	β_0	-1.170	0.061	-19.181
Gender	β_1	-0.042	0.031	-1.355
Marital status	β_2	0.027	0.034	0.794
Age	β_3	0.033	0.012	2.751**
Marketing Experience	β_4	0.182	0.032	5.687***
Years spent in school	β_5	0.116	0.025	4.643***
Household size	β_6	-0.027	0.076	-0.355
Quantity of product marketed	β_7	0.062	0.020	3.095**
Number of labours employed	β_8	0.140	0.045	3.100**
Initial amount invested	β_9	0.064	0.019	3.368**

***P < 0.01 (99%), **P < 0.05(95%), $X^2 = 2931.25$. Pseudo $R^2 = 0.397$

Source: field data 2025

Some of the socioeconomic characteristics of cassava product marketers in Enugu metropolis have been found to have significant effect on marketing cassava products. As shown in Table 3, the Chi square (X^2) is 2931.25 with 9 degrees of freedom and statistically significant at $p < 0.05$ (or $p < 0.01$). The Pseudo R^2 is 0.397, thus indicating that the model gave a good impression of the model's goodness of fit. The result of the individual socioeconomic attributes indicates that; marketing experience has a positive influence on marketing and was statistically significant at 1% ($P < 0.01$) level. This implies that experience has a direct relationship with marketing decisions, as any marginal increase in marketer's experience will lead to a proportionate change in his /her marketing strategies.

This finding is in agreement with Uzuegbu et al., (2020), Alufohai and Izekor (2020) that experience plays a major role in any marketing process. According to Chijioke et al. (2020), socioeconomic characteristics of cassava marketers can affect their marketing decisions and strategies. The coefficient of years spent in school was positive and significant at 1% ($P < 0.01$). This implies that educated marketers have better marketing strategies and capacities to learn about new marketing process and product design. Educated marketers can manage uncertainties and risks that are associated with business far better than uneducated ones. This finding supports the earlier works of Nzeh, et al. (2025) and Kaka et al. (2024), who found out that, more educated persons were involved in cassava value chain and marketing. Age of the marketers had positive influence on marketing cassava products and is statistically significant at 5% ($P < 0.05$). This finding supports the a priori expectation that as the age of the marketers increase, their marketing strategies and zeal to market more products will change proportionately because of the experience acquired over the years.

The number of labours employed, and the quantity of product marketed, were statistically significant at 5% ($P < 0.05$) and had positive influence on marketing. Any marginal change in labour employed to assist in marketing, will lead to a marginal change in the quantity of product marketed, which will eventually lead to a proportionate change in the income accruing to the owner of the product marketed. This was in agreement with Onyediako and Adiele (2022), who noted that large household size served as an important source of labor in order to improve productivity while Chijioke et al. (2020) linked diversified distribution to increased cassava product sales. Similarly, a marginal increase in the number of products marketed, will lead to a proportionate change in the income realized by the owner of the business.

Gender, marital status and household size were not statistically significant. This may mean that other factors not included in the model or a larger sample size may be needed to better understand the relationship between the variables. However, gender and household size have negative influence on marketing cassava products while marital status has positive influence on marketing. This is contrary to the findings of Manganyi et al. (2023) who found out that being female (as opposed to male) increases the likelihood of selling cassava by 15.2%.

Table 4: Inter-correlation analysis of Socioeconomic attributes of marketers in Enugu metropolis, with marketing of selected cassava products.

	GE	MS	AG	MEX	YRS	HS	QM	LE	AI
GE	1.000								
MS	-.417	1.000							
AG	-.047	.031	1.000						
MEX	.020	.017	.317	1.000					
YRS	.019	.043	.011	.823**	1.000				
HS	-.032	.319	-.026	.061	.171	1.000			
QM	.211	.322*	-.049	.577*	.211	.012	1.000		

	GE	MS	AG	MEX	YRS	HS	QM	LE	AI
LE	.411	-.041	-.322	.038	-.111	-.281	.517*	1.000	
AI	.011	.078	.042	.401	.638*	-.241	.409	.371	1.000

**significant at 0.01 level, *significant at 0.05 level. Source field data 2025

YRS - MEX = .823 **

QM – MEX = .577*

LE – QM = .517*

AI – YRS = .638*

The inter-correlation analysis (Table 4) shows the interrelationship that existed between the socioeconomic characteristics of cassava product marketers and the decision to market. Years spent in school and marketing experience was highly inter-correlated (.823**), thus indicating that a combination of experience and good education will boost marketing decisions. Similarly, there was a substantial inter-relationship between initial amount invested and years spent in school (.638*), thus implying that a combined increase in the initial amount invested and the years spent in school will improve marketing process. Again, there was a significant correlation between labour employed and quantity of cassava product marketed (.517*). This implies that the more the labour employed, the more the quantity of the product marketed, ceteris paribus. The inter-relationship between quantity marketed and marketing experience was .577*, thus indicating that the quantity of the product marketed will improve if the marketer had enough marketing experience. In order to measure overlap in the regression model and to avoid complicating model interpretation, Variance Inflation Factor (VIF) was used to check for multicollinearity. The VIF values for each of the variables in the model was low (between 1.024 – 1.076), thus indicating that no major multicollinearity existed among the independent variables.

Limitations of the Study

This research work was restricted to Enugu metropolis, which is made up of only three L.G. As out of the seventeen L.G. As which make up the state. It is possible that the inability to cover the entire state in this study, may conceal the peculiarities in other L.G. As not captured, especially when generalizations are made. The inability to cover the entire state limits or restricts the interpretation of the findings to Enugu metropolis. Another limitation was that some of the information received from the respondents was based on their ability to recall past activities. The authenticity of such information was difficult to verify as they were not documented.

Conclusion and Recommendations

The findings of this study show that marketing experience, years spent in school, age, labour employed, and initial amount invested in the cassava product marketing are the major socioeconomic characteristics that influence marketing of cassava products. Strong inter-correlation existed between years spent in school and marketing experience.

It was recommended that soft loans that are accessible to the marketers be introduced by the government, cooperative societies and banks to enable marketers have more start-up capital. Training/ apprenticeship should be encouraged by agripreneurs and other relevant authorities before venturing into the business as experience plays a major role in marketing cassava products. A good education is equally vital in this business as new innovations and market trends are easily understood and adopted. Provision of enabling environment coupled with friendly economic policies will go a long way in encouraging prospective marketers.

There are no conflicts of interest in this work.

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