

MARKETING ANALYSIS OF SMOKED-CATFISH AT GALADIMA MARKET AMIDST THE COVID-19 PANDEMIC

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ABSTRACT

The study examined the marketing of smoked-catfish at Galadima market in Kano State amidst the covid-19 pandemic. A total of 80 questionnaires were randomly distributed among the respondents, information collected includes; demographic characteristics, source of market information, market margin, channels of distribution, place of selling and challenges faced by marketers. Results showed there were drastic decreases in market profit margin (₦12,500). Place of sale includes; market, hawking and roadside. Challenges faced by the marketers includes; poor patronage (55%), low capital (15%), debtors (13.7%) and problem due to insecurity which hinders the supply of fish from Northeastern part of the country specifically Borno State.

KEYWORDS; Smoked, catfish, Galadima, Market, Covid-19

INTRODUCTION

Fish is a food of excellent nutritional value providing high quality protein and a whole variety of vitamins, minerals and lipids that are essential to human body. The demand of fish globally and particularly in Nigeria has been on the increase with supplies not meeting up the demands (FAO, 2012). The global average per caput consumption rose from 13.4 kg between 1986 and 1995 to 20.5 kg in 2018 (Dauda *et al.*, 2020). The per caput fish consumption in Nigeria stood at 13.3 Kg as at 2013 while the total fish production as at 2015 was 1,027,000 tonnes with over 65% from artisanal fisheries (Dauda *et al.*, 2020). African catfish (*Clarias gariepinus*) is a very important fresh water fish in Nigeria which enjoys wide acceptability in most parts of the country because of the ease of cultivation and its unique taste, flavor and texture (Ndife *et al.*, 2019). Fish is known to be preserved by chilling, frozen, salting, smoking, frying etc (Okunade and Bolorunduro, 2014). Covid-19 (Corona virus diseases) was caused by SARS-CoV-2 virus. The pandemic present the greatest test the world has faced since the Second World War and the formation of the UN (UN, 2020). Galadima market was also closed for some time which impacted on the economic activities of smoked catfish marketers. This study was therefore carried out to examine the marketing of smoked-catfish at Galadima market in Kano state amidst the covid-19 pandemic.

MATERIALS AND METHODS

Study Area

The study area was Galadima market, a specialized market for selling smoked bush meat, animal by-product such as hide and skins, smoked-fish, palm oil and other raw products. It is located at Fagge Local Government area of Kano state (Latitude 12° 0' 24N and Longitude 8° 31' 45E). Fagge L.G.A has an area of approximately 21 km² having a population density in excess of 1000 people per hectare, which is over 198,828 (NPC, 2006)

Data Collection

Data were collected using well structured questionnaires which were randomly distributed among 80 marketers with information such as socio-economic characteristics, level of income, distribution and marketing channels and challenges face in marketing of smoked-catfish during the Covid-19 pandemic.

Data Analysis

The data was analyzed using descriptive statistics (frequency counts and percentages)

Table: 1 Percentage Distribution of Socio-economic Characteristics of the Respondents

Characteristics %	Category	Frequency	Percentage
Age (Years)	<20	8	10.0
	20-29	10	12.5
	30-39	15	18.8
	40-49	18	22.5
	50-59	16	20.0
	60-69	9	11.2
	>70	4	5.0
	Total	80	100.0
Sex	Male	80	100
	Female	0	0.0
	Total	80	100.0
Marital Status	Single	18	22.5
	Married	58	72.5
	Divorced	4	5.0
	Total	80	100.0
Educational status	Primary	19	23.6
	Secondary	30	37.5
	Tertiary	4	5.0
	Arabic	27	33.8
	Total	80	100.0
Average monthly income amidst Covid-19 pandemic	<100,000	57	71.3
	100,000-200,000	16	20.0
	200,000-300,000	7	8.7
	>300,000	0	0.0
	Total	80	100.0

Source: Field Survey, 2020

RESULTS AND DISCUSSIONS

Table 1 shows the demographic characteristics of the respondents, majority of whom are within the range of 40-60 years. Males dominate the business by 100% contrary to the findings of Osarenren and Adams, (2014) that reported 100% of female marketers from Etsako Local Government area of Edo State. This may be due to ethno-religious reasons of the study site where women mostly stay at home or do their business from their matrimonial homes as most of them were Hausa and Muslims. 71.3% of the marketers earns less than ₦100,000, 20% ₦100,000–₦200,000 while the highest monthly income earning category (₦200,000–₦300,000) accounted for 8.7% only, which agrees to Adeola *et al.*, (2016) that reported less than ₦100,000 as the highest monthly income category in fish marketing. Table 2 shows 63.7% of market information are mainly sourced from middlemen 27.5% from union, and only 8.7% from media which means that market information are sourced freely. Distribution channels reported 70% sales within the market, 25% by hawking and 5% on road side. Findings on market analysis showed market profit margin of ₦12,500 amidst the Covid-19 pandemic, which is 35.7% of the total cost representing a decline from ₦15,125 (46.4%) before the pandemic. It contradicts Njoku and Offor, (2016) and Osarenren and Adams, (2014) that marketing margin of fish were found to be around 41.7% and 28.7% respectively. Challenges include low patronage (55%) lack of capital (15%), Debtors (13.7%) and supply of fish due to insecurity (16.3%).

Table: 2 Percentage Distributions of Respondents by Structure of Marketing

Characteristics	Category	Frequency	Percentage %
Source of market information	Middlemen	51	63.7
	Union	22	27.5
	Media	7	8.7
	Total	80	100.0
Fish pricing	Bargaining	57	71.3
	Current price	8	10.0
	Weighing	2	2.5
	Group discussion	13	16.2
	Total	80	100.0
Method of marketing	Hawking	22	27.5
	Retailing	51	63.8
	Wholesale	7	8.7
	Total	80	100.0
Place of Marketing	Hawking	20	25.0
	Roadside	4	5.0
	Within the Market	56	70.0
	Total	80	100.0

Source: Field Survey, 2020

Table: 3 Market Profit Margin

Variables (₦)**	form	weight (Kg)	cost (₦)*	cost
Farmers price 22,500	Fresh	25.0	17,500	
Retail price 35,000	Smoked	6.25	32,625	
Market Profit Margin 12,500	-	-	15,125	

Source: Field Survey, 2020

NOTE; Cost (₦)* = Before Covid-19, Cost (₦)** = During Covid-19**Table: 4 Percentage Distribution of Problems/challenges**

Problems %	Frequency	Percentage
Low patronage	44	55.0
Lack of capital	12	15.0
Debtors	11	13.7
Insecurity	13	16.3
Total	80	100.0

Source: Field Survey, 2020

CONCLUSION

This research reveals that marketing of smoked-catfish is still profitable amidst the Covid-19 pandemic, although the profitability is higher before the pandemic. Channels of distribution, place of selling and socio-economic data have all been assessed and still remain the same before and during

the covid-19 Pandemic. Government should provide soft loan and facilities for proper and efficient marketing.

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