

Appraisal of Market Structure: An Empirical Study of Aleshinloye Market, Ibadan, Nigeria

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Abstract

Market influences the economy form and structure of urban communities which makes it an integral part of any state or country. The study focuses on the appraisal of the Market Structure of Aleshinloye Market, Ibadan, Nigeria. The primary data used were sourced from Coordinates with the aid of GPS to know spatial distribution of facilities, administering questionnaires to traders in the market, and direct observation. Direct count from Google Earth Imagery of the study area revealed that it consists of 274 buildings which comprises of 2,806 lockup shops and 997 open stalls, a convenient sample size of 3% of the shops were considered, which amount to 114 respondents. Questionnaire distribution follows the capacity ratio of the types of shops (lockup shop and open stall). Multistage sampling technique was used by first stratified into zones after which systematic random sampling was used for administering questionnaire to respondents. Two indices were developed: 'Facility Availability/Adequacy Index' (FAI) and 'Facility Functionality Index' (FFI); these were used to measure the availability/adequacy and functionality of the facilities in Aleshinloye market. The study observed that 'Shop and stall' have the highest FAI of 4.19, while drainage, toilet and security have the FAI's of 4.15, 4.10 and 3.97 respectively. In terms of functionality, Shop and stall (FFI=4.12), road (FFI=4.03), drainage (FFI=4.00) and security (FFI=3.95). The Nearest Neighbour Analysis indicates that the spatial distribution pattern of facilities in Aleshinloye market is random. The study concluded that medical facility like the Primary Health Center which is absent should be made available, in case of an emergency. Market users and stakeholders should engage themselves in community development programs to maintain available facilities. Also, signage should be erected in strategic places for navigation. On-street sellers and hawkers who display their goods on the road should be encouraged to purchase stalls to avoid encroaching into the right of way. A number of stall was located nearly directly under high tension electrical wires which negate planning set back standard. A better method for waste disposal should be devised and burning during market hours should be prohibited.

Keywords: Landuse Analysis, Urban Market, Market structure, Market facilities, Modern Market

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1. Introduction

Market is a subset of the economy which influences the form and structure of urban communities (Adeleye et.al, 2006). Its presence in any town or city is suitable for economic foundation (Fakere et.al, 2012). Market plays a significant role in the lives of citizens and an integral part in any state or country. By its nature, it adds to the economic development of settlements no matter their location, size or category (Owoye, 2014).

Different scholars have ascribed definitions to a market. To Anderson (2001), Omole et al (2007) market is an institution which permits socio-economic interactions of people at a particular point in time, or which may be referred to as a frame work of exchange. It is a medium through which goods and services are exchanged to the terminal consumer, Lipsey (1963). Pindyck (2012) defined it as collection of buyers and sellers which through their actual or potential interactions determines the price of a product or set of products. In the view of Callon (2003), market was defined as a place for actualizing economic desire through exchange of goods and services. While Shaikh (2020) defined market as a platform where commodities are bought and sold at retail or wholesale prices.

The common factor among these definitions is that, there must be a platform where exchange of goods and services between the seller and buyer takes place. These factors, according to Omole (2002), make market a man-made feature built up for the utilization of man. Market is beyond physical location; its essentiality cannot be underestimated in the chain of commodity distribution. This makes it an important element of the society because it enhances economy development of its location.

Daramola et.al (2017) posited that there are two types of market in Nigeria; these are conventional and modern. Variation, in terms of structures, is a major parameter to distinguish them. Owoeye (2014) added that market is a critical socio-economic and political establishment which mirrors the degree of money-related activities and prospering in the appropriation of the economy. Fakere et.al (2012) opined that proper siting and planning of

markets, projects the image of the city. Gikandi (2013) asserted that not all markets are made equivalent. Some are greater and greatly preferred and increasingly rewarding over others.

Shaikh (2020) itemized the following as essential characteristics of a market: one commodity, area, buyers and sellers, perfect competition, business relationship between buyers and sellers, perfect knowledge of the market, one price, sound monetary system, and presence of speculators. Market systems are dynamic; they are competitive and involve continuous transformation and upgrading, Omotoye-Omisore et.al (2016). This connotes that market operates on different modalities which forms the characteristics of such market.

Andrian (1998), observes that consumption of services in the market by the consumers is influenced by buyers' characteristics. The buying behavior is influenced by cultural, social, personal and psychological factors. Other variables like price, availability, quantity and effectiveness of the promotion by the service providers also affect the consumption of a service in the market. Market attributes entail the following: types of market, types of product, period of operations (daily or periodic), size, proximity to buyer, variety of products, among others.

Market structure can be defined as the arrangement of utilities which aid transaction between buyers and sellers in the market. It is also hierarchical and possesses other characteristics of a market in a physical environment. It measures situations of things in the market in terms of availability, adequacy and functionality of facilities that make up the market.

Market structure is characterized as the intertwined attributes or component of a market; such as the number, similar quality and strength of facilitators (purchasers and dealers) and the level and types of rivalry, basic factors, degree of item separation, and simplicity of movement in and out from the market in a particular physical environment. Market structure alludes to the nature and degree of rivalry in the market, situated in a particular geographical location for products and services. The structures of market for both merchandise and services are determined by the extent of competition in a particular market. It is against this backdrop the research aims to appraise Aleshinloye market's structure.

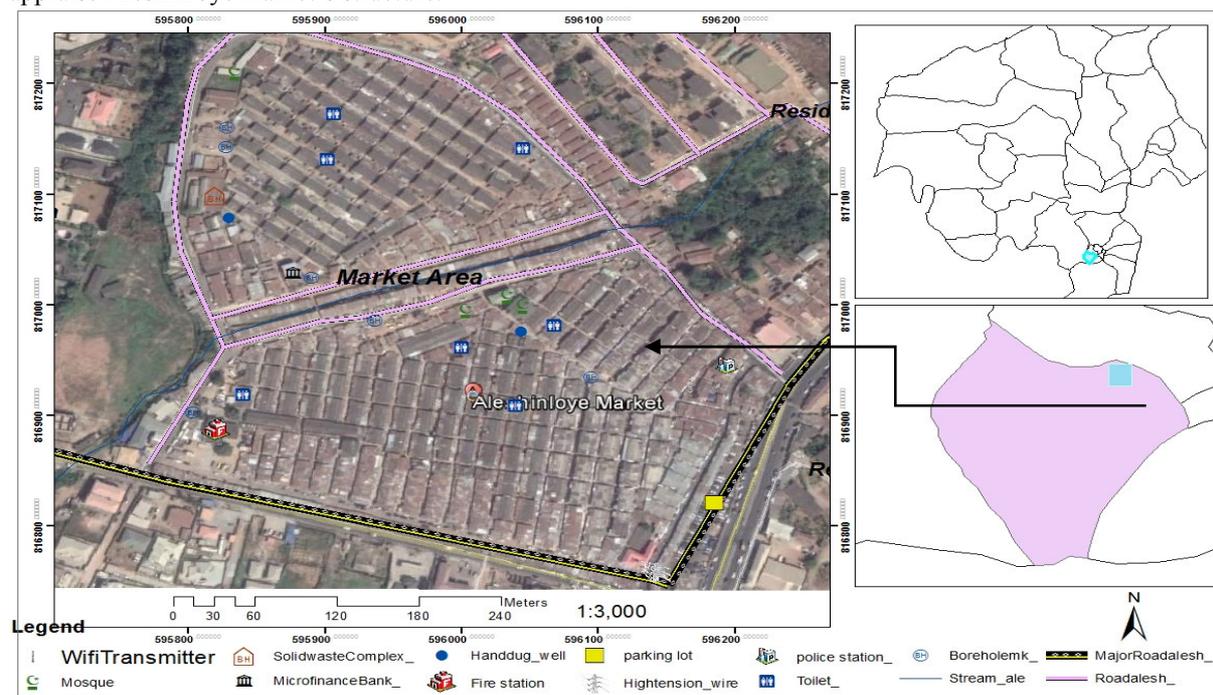


Figure 1: Satellite Imagery of the Study Area showing it location within Ibadan South-West Local Government. Source: Goggle Earth, 2019 and Authors' Field Work, 2020.

2. Methodology

Aleshinloye market is one of the largest modern markets in Ibadan, located in Ibadan South West Local Government Area of Oyo state. It serves a wide range of costumers as they visit from far and neighboring communities to purchase goods and services. This research utilized both primary and secondary data for the purposes of achieving its objectives.

The primary data includes: taking GPS coordinates of the facilities in the study area to know their spatial distribution, administering questionnaires limited to traders in the market, and direct observation to ascertain the state of facilities in the study area.

The secondary data involves acquisition of data through existing satellite imagery and archives. The Ikonos image of the study area was downloaded with 10m resolution and sourced for the year 2019.

Direct count with the aid of Google Earth Imagery of the study area revealed that it consists of 274 buildings, which according to study conducted by Daramola et.al (2017), revealed that it has 2,806 lockup shops and 997 open stalls to make a total of 3,803 shops.

Table 1. Research Data Sources

	Data	Source
Primary Data	Location data of facilities.	Hand Held GPS (Garmin 76)
	Attribute data	Ground verification
Secondary Data	Geo-referenced Imagery of the location	Ikonos Image (10 meter Resolution)

Source: Authors' Field Survey, 2020.

To determine the sample size, 3% of the shops were considered, which amounts to 114 respondents, and questionnaires administration ratio presented in table 1.

Table 2. Capacity of Shops and Number of Questionnaire Administered.

Types of Shops	Capacity	Percentage	Number of Questionnaire Administered
Lockable	2,806	73.8	84
Open stall	997	26.2	30
Total	3,803	100.0	114

Source: Daramola, Olowoporoku and Odunsi, 2017; and Authors' Field Survey, 2020.

Multistage sampling technique was used. The study area was first stratified into zones based on the type of shops (i.e lockable shops and open stalls), after which systematic random sampling was used for administering questionnaire to respondents at interval of 5th shop, of those who were willing to respond. Collected data were analyzed using both descriptive statistical methods such as frequency counts and Likert's Scale. Two indices were developed: 'Facility Availability/Adequacy Index' (FAI) and 'Facility Functionality Index' (FFI) were used to measure the availability/adequacy and functionality of the facilities in Aleshinloye market.

3. Findings

3.1 Socio-economic Attributes of the Respondents

The socio-economic parameters helped to x-ray the attributes of the respondents. More than half (55.3%) are female while 44.7% are male. This partly agrees with the assertion of Aina (1998) in terms of proportion, but not figures; that women accounts for bulk of the informal sector of which market is one.

For age distribution, 18years was set as the benchmark as it was assumed to be the dependent age in Nigeria; those between the ages of 36-50years and above, have the same proportion of 37.7%, while those between 18-35years account for 24.6%.

On marital status, bulk of the respondents (61.4%) are married, while those who are single, widow/widower and divorced accounts for 23.7%, 10.5% and 4.4% respectively.

Ample of the respondents are educated as half of them have Secondary education, those with primary and tertiary represent 33.3% and 7.9% respectively. This pegged the illiteracy level of the study area at 8.8%.

The location of the market influenced the ethnicity representation as (57.0%) are Yoruba, while Igbo and Hausa accounts for 36.0% and 7.0% respectively.

At the moment, the new minimum wage in Nigeria is pegged at ₦30,000. Those earning monthly average income above ₦50,000 account for 43.0% and between ₦30,000-₦50,000 represent 34.2%, while those earning below ₦30,000 account for 22.8%. Type of goods sold and level of patronage as a result of competitors can be an influencing factor for this.

Duration or years of trading in the market is of utmost importance to measure the amount of knowledge respondents have about the study area. Half of the stall owners have been in the market for a period of 5-10years, followed by those above 10years (34.2%) and less than 5years (15.8%).

Table 3. Socio economic Characteristics of the Respondents

Socioeconomic factors		Frequency	Percentage
Gender	Male	51	44.7
	Female	63	55.3
	TOTAL	114	100.0
Age	18-35years	28	24.6
	36-50years	43	37.7
	Above 50years	43	37.7
	TOTAL	114	100.0
Marital Status	Single	27	23.7
	Married	70	61.4
	Divorced	5	4.4
	Widow/Widower	12	10.5
	TOTAL	114	100.0
Educational Status	No formal education	10	8.8
	Primary	38	33.3
	Secondary	57	50.0
	Tertiary	9	7.9
	TOTAL	114	100.0
Ethnicity	Yoruba	65	57.0
	Hausa	8	7.0
	Igbo	41	36.0
	TOTAL	114	100.0
Average Monthly Income	Less than #30,000	26	22.8
	#30,000-#50,000	39	34.2
	Above #50,000	49	43.0
	TOTAL	114	100.0
Duration of Stay	Less than 5years	18	15.8
	5-10years	57	50.0
	Above 10years	39	34.2
	TOTAL	114	100.0

Source: Authors' Field Survey, 2020.

3.2 Market Characteristics

Majority of the respondents agreed that the study area is a modern market where goods like plastics, paints, clothing materials, building construction materials, raw food, fruits, etc, are being sold. It is being managed by the government, it opens daily for transaction; there are presence of facilities to aid its functionality and people pay to access some of these facilities like toilet, parking space etc, which amount is pocket friendly. Other facilities are free.

There is a variation in the proximity to facilities from respondents' stores. This is influenced by the type of facility and its location. Distance however influence the utilization of facilities, which affirmed "Range" in Christaller (1966) "Central Place Theory" as the distance people are willing to travel to access a service. Those who walk 10-20m to access facilities close to their shops represents 45.6% , while those who walked less than 10m and above 20m account for and 43.0% and 11.4% respectively.

Since the market is being managed by the State government, some facilities ought to be free as part of social service. Bulk of the respondents' (65.8%) revealed that they are willing to pay for facilities they are enjoying for free if it demands they do. Environmental design should be inclusive in nature; most shops are on ground floor, which makes it more accessible to People with Disabilities (PWDs) and Children, and this was affirmed by overwhelming proportion of the respondents (72.3%). On measuring the patronage rate of the facilities, 35.0% posited that they patronize the facilities 'very often', while those who patronize 'not often' and 'not at all' have the same proportion of 32.5%.

Signage is essential for easy identification of facilities; more than half (69.7%) of the respondent said there is nothing of such, location identification are being made by inquiry.

Waste pollution is the most common environmental challenge in the study area as affirmed by 75.8% of the respondents. Market activities tend to generate large amount of waste. MTN donated a recycling complex, dump site showed in Plate 1 was spotted less than 20m to the structure, and this reflects dead state of the donated facilities or poor enforcement of sanitation regulation by stakeholders.

There is no much disparity between those who attest that the general state of the market is 'good' and 'very

good' as they account for 35.1% and 34.2% respectively, while 30.7% attested that it is 'fair'.



Plate 1: Spotted Refuse Dump Site in Aleshinloye Market.

Source: Authors' Field Survey, 2020.

3.3 Market Facilities

Several factors can influence the type of facilities found in a traditional or modern market. According to Adeyinka et.al (2016), the following are important organs of a market: accessibility, drainage, toilet, shops and stall, hydrants, water supply, security, healthcare, social cultural, market elder's council.

The facilities were appraised in terms of availability, adequacy and functionality from respondents' perception.

3.3.1 Availability and Adequacy of Facilities

Measuring the availability and adequacy of these facilities is necessary. Inadequacy can lead to overutilization, which on the long run makes the facilities lose its effectiveness. Facility Availability/Adequacy Index (FAI) was developed to measure this. The mean of the study area is 3.46. Road, which aids the movement of people and goods, have the highest FAI of 4.61. 'Shop and stall' where goods are being stored and sold have FAI of 4.19. This was followed by the drainage (4.15). Toilet/convenience is very important in markets as its availability enhances its functionality, because it gives market user feelings of not missing their domain if there is a need for them to urinate or defecate and it also checkmates open defecation; it has FAI of 4.10.

Adigun et.al (2019) posited that markets as one of the major land uses in any human setting is susceptible to criminal activities. This poses the need for security to protect lives and properties. From the perception of the respondents, it has an FAI of 3.97. There exist a police station around the market area, and other security measures in place are: all entrances to the market were gated, presence of street lights for illumination, mini gate to sectionalize stores selling homogeneous goods.

Other facilities has FAI below the mean, which reflects either they are not available or had low adequacy. In descending order of magnitude, water supply has FAI of 3.37 with deviation of -0.09 from the mean, though boreholes were spotted at some specific locations in the market, this assumption showed that it's not adequate as people need water for various purposes.

Market is known to generate high traffic which necessitated provision of parking space to reduce on-site parking and enhance free flow of movement for both the buyers and the sellers. Direct counts revealed that available parking space can only accommodate about 150 cars which does not commensurate with the capacity of the market and other market users. This influenced on-street parking in and around the market. It has FAI of 3.29 with negative deviation of -0.17 from the mean.

Waste disposal has FAI of 2.96 which connotes unhealthy means of disposing waste, as shown in Plate 1. Heap of refuse is a ground for breeding communicable diseases. 'Hydrants' which helps in case of fire outbreak which market is prone to and 'healthcare' in case of health emergency have the least and same FAI of 2.00 with negative deviation of -1.64 from the mean.

Table 4. Respondents Perception on Availability and Adequacy of Facilities

Facilities	Rating					F	SWV	FAI	x̄
	5	4	3	2	1				
Road	350	176	0	0	0	114	526	4.61	3.46
Shop and stall	250	160	60	8	0	114	478	4.19	
Drainage	265	132	60	16	0	114	473	4.15	
Toilet	250	164	30	20	3	114	467	4.10	
Security	250	124	54	20	5	114	453	3.97	
Water supply	180	104	48	32	20	114	384	3.37	
Parking space	175	80	63	38	19	114	375	3.29	
Waste disposal	75	100	105	38	20	114	338	2.96	
Hydrant	0	0	99	96	33	114	228	2.00	
Healthcare	0	0	114	76	38	114	228	2.00	
Total								34.64	

Source: Authors' Field Survey, 2020.

3.3.2 Functionality of Facilities

Functionality of facilities adds value to market transactions, people can resolve to available alternatives if their needs are not met. Facility Functionality Index (FFI) was measured from the perception of the respondents.

Shop and stall have the highest FFI of 4.12. This was followed in descending order by road, drainage and security with FFI's value of 4.03, 4.00 and 3.95 respectively. Toilet and Parking space have the same FFI value of 3.89. These facilities have a value above the mean of the study at 3.76.

Water supply is not functioning as it has a FFI of 3.60 with negative deviation of -0.16 from the mean; example is the borehole shown in Plate 2. Respondents at close proximity affirmed that the facility is not functioning. This was followed by waste disposal with FFI of 3.58.

Respondents affirmed that hydrant is not available, but there is a Fire station in the market in which its functionality is questionable due to activities happening around the facility as shown in Plate 3. Healthcare has the least FFI value of 2.97 with negative deviation of -0.79 from the mean

Table 5. Respondents Perception on Functionality of the Facilities

Facilities	Rating					F	SWV	FFI	x̄
	5	4	3	2	1				
Shop and stall	265	152	30	20	3	114	470	4.12	3.76
Road	260	140	30	24	5	114	459	4.03	
Drainage	250	120	57	18	6	114	451	4.00	
Security	250	132	48	10	10	114	450	3.95	
Toilet	245	112	66	12	9	114	444	3.89	
Parking space	240	116	69	10	9	114	444	3.89	
Water supply	160	128	96	16	10	114	410	3.60	
Waste disposal	155	132	90	22	9	114	408	3.58	
Hydrant	150	136	90	20	10	114	406	3.56	
Healthcare	120	92	60	40	27	114	339	2.97	
Total								37.59	

Source: Authors' Field Survey, 2020.



Plate 2: Borehole location in the Study Area.
Source: Authors' Field Survey, 2020.



Plate 3: Fire Station in the Study Area.
Source: Authors' Field Survey, 2020.

3.4 Facilities Distribution Analysis

The Nearest Neighbour Analysis indicates that $RN = 0.01$ with a critical value of < -2.58 , $N = 3$, stud area 167167.05 square meter, nearest neighbour ratio = 1.016967, observed mean distance = 41.5798 Meters, expected mean distance = 40.8861 Meters, and test significant: P-Value = 0.871071, Z-Score = 0.162298

The Z-score of 0.162298 which is greater than -1.96 table value; the pattern does not appear to be significantly different than random.

Also, since the nearest neighbour ratio of 1.016967 equals 1, the spatial distribution pattern of facilities in Aleshinloye market is random.

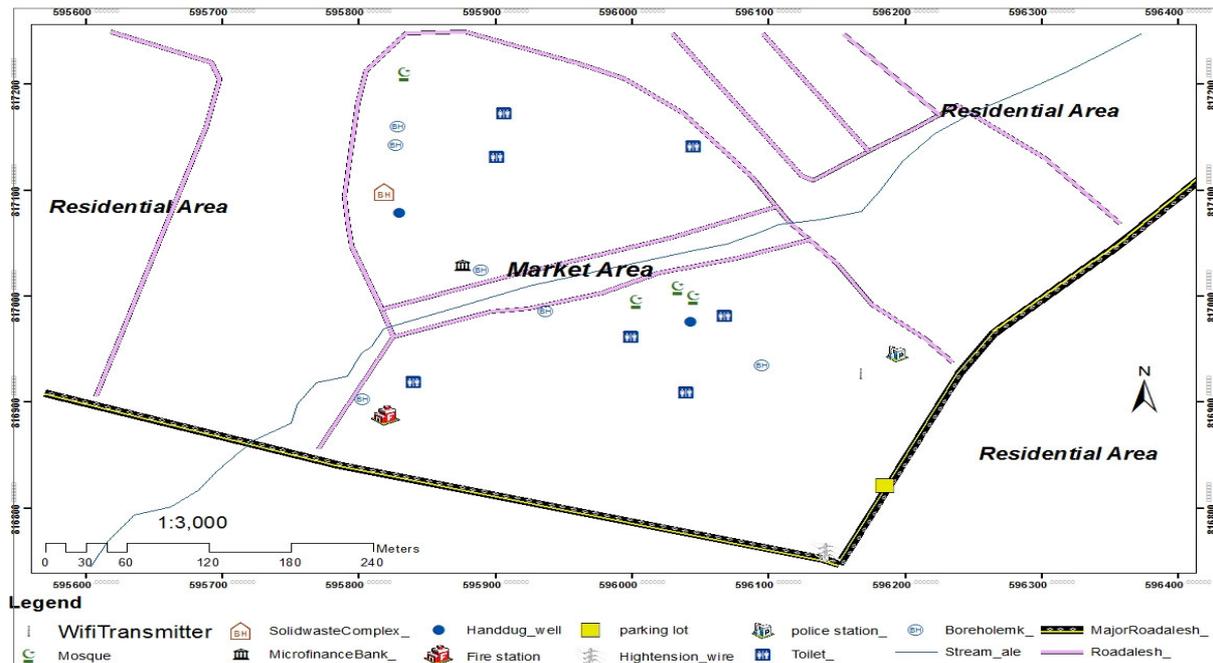
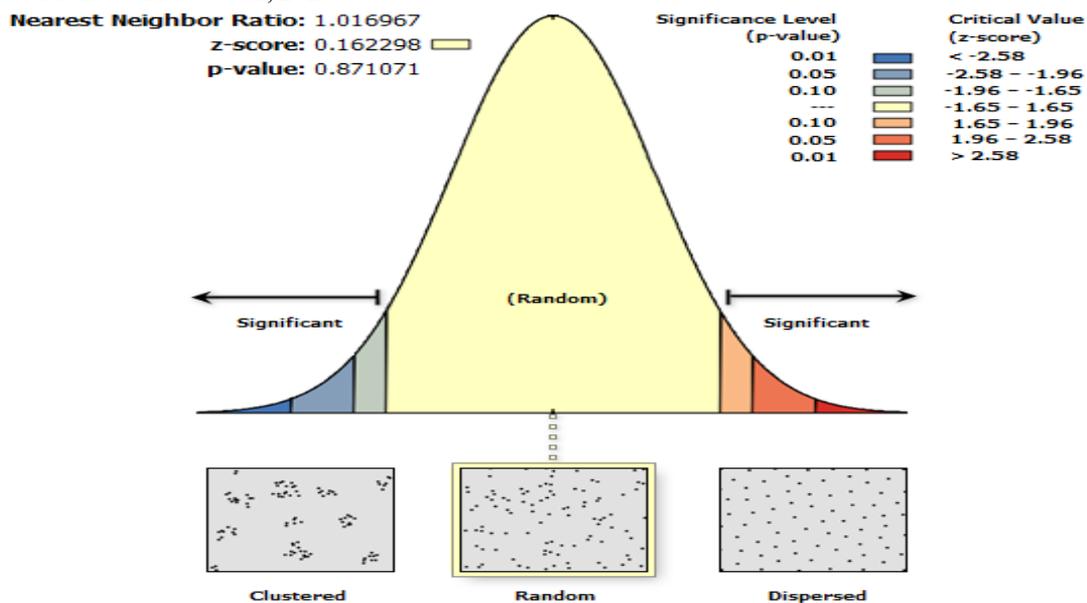


Figure 2: Map showing the Facilities Distribution in the Study Area.
 Source: Authors' Field Work, 2020



Given the z-score of 0.162297705801, the pattern does not appear to be significantly different than random.

Figure 3: Average Nearest Neighbor Summary.
 Source: Authors' Field Work, 2020.

3.5 Land Use Classifications

Knowing that the study area is a commercial landuse, there are other facilities that aid its functionality as a modern market. Those landuses are:

1. Circulation: This serves as the artery and vein of the market that aid mobility. Nearly every shop is accessible which connotes that the facility was evenly distributed.
2. Public: This can be in form of car park, borehole, police station, fire station and public toilet in the study area which were in place to aid the functionality of the market.
3. Religious facilities like Mosques were located around the market to enable Muslim faithfuls' right of worship during market hours.

Some parts of the study area did not conform to Planning Standard as shown in Plate 4, where shops are built under 132KVA High Tension Wire without adequate set back. This put the safety of the stall owners and buyers at risk.



Plate 4: Development under 132KVA Tension Wire in the Study Area.

Source: Authors' Field Survey, 2020.

4. Recommendations

For more functionality on the identified challenges of Aleshinloye market, action should be taken on the provision of a medical facility like the Primary Health Center in case of an emergency, due to the number of stalls. Signages should also be erected in strategic places for navigation and easy access to goods and services. Besides, conveniences should be open and made available to store owners and customers to curb open defecation and pollution.

Market users and stakeholders should engage themselves in community development programmes to maintain available facilities. This will encourage the government to provide more assistance, thereby encouraging on-street sellers and hawkers who display their goods on the road to purchase stalls to avoid encroaching into the right of way. Stalls that are located nearly directed under high tension electrical wires which negate planning set back standard and pose as a threat to human lives and property should be looked into and relocated.

Some stalls that are not in good conditions should be repaired and leased out for its use to be fully maximised. To curb burning during market hours, a better method of waste disposal should be devised.

Furthermore, boreholes should be evenly distributed, to grant market users smooth access to it; because the shops are in wings. Adequate parking facilities should be provided to reduce on-site parking as this will enhance free flow of movement for both the buyers and the sellers. Lastly, government should intervene and provide water trucks and hydrants for rapid response in case of an emergency.

5. Conclusion

This study appraised the structure of Aleshinloye market in Ibadan South West Local Government Area of Oyo State, Nigeria. The study established that market structure is more than being a commercial land use; it also plays a significant role in the development of a nation. Further interrogation with the market women and stall owners revealed that customers travel from far and near to purchase goods and services from the market due to the quality of products and ventures it provides.

Due to the mixed ethnicity in the market, there exist social integration and interaction between people of different tribes, which has fostered trust and relationship between sellers and buyers. However, a market is not self-sustained; thus cannot function on its own. Government should assist stall owners in renovating dilapidated and damaged facilities, for adequate functionality. On the background that sanitation is a civic responsibility, government should enforce existing environmental sanitation regulations in order to sanction stall owners with environmentally deviant behaviors. If the recommendations of this research are well utilized, the market will experience a new trend as against its present state in relation to the market structure and physical settings.

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