

**Marketing Analysis of Selected Vegetables in Port Harcourt Metropolis Rivers State,  
Nigeria**

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**English Summary:**

The study analyzed marketing variables of selected vegetables in Port Harcourt Metropolis, Rivers State, Nigeria. Specifically, the objectives (i) described the socio-economic features of the selected vegetable marketers; (ii) described the marketing costs and margins of the marketers; and (iii) determined the effect of the socio-economic features on the marketers' margins. Statement of null hypothesis that socio-economic characteristics do not significantly affect the marketing of selected vegetables was stated. Multi stage, purposive and simple random sampling techniques were employed in selecting the sample size for the study. In all a total sample size of 90 respondents were chosen for the study. The objectives were achieved using simple descriptive statistics, marketing cost and margin analysis, as well as inferential statistics (multiple regression analysis). From the analysis, the results indicated that majority (77.8%) of the respondents were female, which implies that vegetable marketing is female dominated. The highest proportion (32%) of the respondents' age falls within the age range of 41 and 50 years. This explains the reason why the age structure of most practitioners of vegetable marketing is active and middle-aged dominated. Regarding the respondents' marital status, majority (55%) were married followed by the singles (24%). For household size, 1-3 persons was recorded as highest (40%), which implies that most of the marketers had more people in their household indicating that larger households contributed more to family labor and equally entails greater mouth to feed. About formal education, majority (37%) of the respondents had primary education, 34% recorded no formal education and the rest had secondary education (17%) and those with tertiary education (2%). Finally, regarding religion, majority (77%) of the respondents were Christians. This implies that the marketing of vegetables is dominated by Christians. Regarding the marketing costs and margins, the results showed that the marketing margin for Ugu marketers was (N3, 343.00), Waterleaf marketers (N2, 300.00) while Okra marketers were (N2, 958.00). From the regression results, with R<sup>2</sup> 35% (though low) and adjusted R<sup>2</sup> 21%, the socio-economic variables: sex, formal education and household size were positively related to the margins of the vegetables wholesalers. On the other hand, other variables (age, religion, marital status, primary occupation and membership of association) indicated an insignificant (or negative) relationship with the marketers' margins. On the other hand, for the vegetable retailers (with R<sup>2</sup> 47% and adjusted R<sup>2</sup> = 32%), the results further showed that the respondents' age, marital status, formal education and selected vegetable types are positively related to the margins of the selected vegetables retailers.