



Market Patronage in Traditional and Modern Markets of Ogun State, Nigeria

Oyefesobi, Oluwakemi. O (Ph.D)

Department of Marketing

Moshood Abiola Polytechnic, Abeokuta

GSM: 08033291198/08075098880

Email: kemioyefesobi@gmail.com

Akintunde, Samuel. O. (Ph.D)

Department of Business Administration and Management

Moshood Abiola Polytechnic, Abeokuta

GSM: 08067986133

Email: akintunde.oyebanji@yahoo.com

ABSTRACT

Ogun state is characterized with many traditional and modern market established over the years. Patronage is diverse as there is no distinct factors that separate the patronage. This study is therefore meant to investigate the relative pattern and features that determine the patronage of these markets. This study employed survey research design to investigate the relative difference in the patronage of modern and traditional markets respectively, in Ogun State. Structured questionnaire was used to elicit data from a sample size of one thousand, two hundred respondents. This was supplemented with customers' interview guide. The data were analyzed with the aid of correlation and regression statistical techniques. The study shows that the level of patronage in these market has a significant relationship with the type of market and that market related issues like customers' perception of markets, market quality, traders' characteristics, characteristics of market regulations, market facilities, market management teams which are often the target of emphasis in modern markets influence this relationship. This suggest the need for government and investors to give appropriate recognition to these factors in the establishment and operation of these markets.

Keywords: Market Appraisal, Market Patronage, Traditional Market, Modern Markets, Ogun State.

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1.0 Introduction

As societies mature with age and enlightenment, technology and infrastructure tend to transform from traditional to modern with the aim of easing the ease, efficiency and comfort of services. In line with this, modern markets are being built to gradually replace the old and traditional ones. Traditional markets tend to be less organized and less complementary with modern economic planning and development, relative to the modern markets with facilities such as parking spaces, security, modern conveniences and structures, among others. Hence, more of these markets were built with modern amenities in different parts of the State under the leadership of past and present Governors of the state. Examples of these include those at Kuto, Itoku, Shapon, Omida, among others, in Abeokuta. In fact the trends these days is the building of modern markets of the standard of Shoprite as the case with what obtains in developed countries of the world like United States of America, Canada, United Kingdom, among others. It is the expectation of government that these markets would be welcomed and patronized by the people as dividend of democracy. The transition from modern markets has in many cases occasioned hardship such as displacement and relocations of people and properties while the market men and women wait in anxious expectation of their completion. This makes the study of the eventual patronage and impact of these markets, especially as compared with the traditional ones very important.

1.1. Statement of Research Problem

There is a general trend by governments who attempts to transform traditional markets into modern markets in many countries (Omole, 2012). This is more so in Nigeria and Ogun State in particular, especially under the administration of Chief Olabisi Onabanjo 1979-1984). This is expected to enhance economic activities, convenience of the people and higher revenue to government. It is expected that, given their generally better structure, and facilities, patronage and impact of the modern markets would be much more than that of the traditional markets. However, a casual observation suggests that despite these better structures and facilities, (including security and parking spaces) more people still patronize the traditional markets than the modern markets. The implication of this is that people will miss the intended welfare facilities for their economic development and government huge investment in these markets would become a waste. This is more so as governments have continued to build these types of markets across the State. The reason for this situation or what may be done to reverse this situation is not clear and hence the unfortunate state of affairs persisted. Consequently, the present study intends to investigate the relative pattern of patronage of these markets and the factors that might be responsible for them.

1.2. Statement of research Objectives

The objectives of this study are to determine the:

- i. Pattern of patronage of traditional and modern markets in Ogun State of Nigeria.
- ii. Market characteristics which influence the patronage of markets traditional and modern in Ogun State of Nigeria.

1.3. Statement of research Questions

To achieve these objectives, we would try to answer the following research questions:

- i. Is there any significant difference between patronage of the traditional and modern markets in Ogun State of Nigeria?
- ii. Which Market characteristics influence the patronage of traditional and modern markets in Ogun State of Nigeria?

1.4. Statement of Research Hypotheses

This study would attempt to test the following hypotheses:

- i. There is no significant difference between patronage of the traditional and modern markets in Ogun State of Nigeria.
- ii. Market characteristics will not have any significant influence on patronage of traditional and modern markets traditional and modern in Ogun State of Nigeria.

2.0 Literature Review

2.1 Conceptual Framework

The concept of market is a general issue that is as old as human existence. In modern days, the concept of market started from trade by barter. This is where people exchange goods for goods. As time progresses, a market became a place or a location where people meet to buy and sell goods and services. A market is also regarded as a geographical place where exchange of goods and service takes place. The major players in a market are the sellers and buyers of goods and services. In economics parlance, a market is an arrangement whereby sellers and buyers come together directly or indirectly to sell and buy goods. This means that sellers and buyers do not necessarily need to meet at a particular place, they can make contact through any means such as the internet, telephone, fax messages and other electronics means.

However, for the purpose of this research work, our emphasis is on physical or geographical market which Benham (2018) defined as any area over which buyers and sellers are in close contact with one another either directly or through dealers that the prices obtainable in one part of the market affect the process in other parts. In line with this study, Filani et al, (1976), Nwafor, (1982) and Eben-Salah, (1999)

identify two classes of market places as daily and periodic markets. They sub classified the markets as morning, full-day and night markets.

2.1.1 Traditional Markets

Traditional markets are old and area based markets usually large in size where people come together in form of sellers and buyers to sell and buy goods and services. Buyers and sellers trade directly with one another to bargaining activities. Traditional market are in most cases, historic, dirty, smelly and crowded especially on the trading day of the market. Nelwan, Lapian and Rumokoy (2017), says that traditional markets has characteristics that the place is not too offensive, the goods sold are not too many, the management system is still simple, does not offer the convenience of shopping. They opined further that, there is still haggling prices with merchants and products are sold not on display, but open so that customers do not determine whether the retailer has the items sought or not. Avianty (2017), defined traditional market as the market where the sellers and buyers bargaining directly resulting in a price agreement between the two sides. Toya (2012), stated that the traditional market is a place to sell the products of basic needs generated by economic actors, medium and small, such as farmers, fishermen, and craftsmen, domestic industry so that that the traditional markets have an important role in employment on the local community. Based on the areas of study, the above narratives aptly described the traditional markets identified and used for this research work. These are:

- (i) Kuto market in Abeokuta. This market is a five days trading one that is patronized across many towns and villages in Abeokuta South and North Local Governments.
- (ii) Ita-Osu market in Ijebu-Ode. Another historic five days trading market that the administrators of past governor Olabisi Onabanjo (1979 – 1984) up graded to a modern market along with Oba Lipede Market in Kuto, Abeokuta.
- (iii) Awolowo Market in Sagamu. A daily patronage market at the heart of Sagamu town in Sagamu Local Government.

All these three traditional markets has similar characteristics. They are historic, has poor physical condition, dirty and rusty, located close to where people live and sells notably food items to the people.

2.1.2 Modern Market

A modern market is a market purposefully built as a shopping centre driven with technology and occupying large space for parking and other commercial activities. Ma'ruf (2005) defined a modern market as the arrangement of items grouped according to the same purpose the same section that can be seen and taken directly by the buyer, the use of air conditioning, professional salesperson. Nelwan, Lapian & Rumokoy (2017), defined modern markets as an expansion of traditional traders, which in practice to apply the concept of modern technology utilization and accommodate the progressive trend in the society (consumers). Many researchers such as Readon et al (2003), Collett & Wallace (2006), Daniel et al (2007) and Omole (2012) are of the opinion that the development of modern market has been on the increase in developing countries like Indonesia, India, Nigeria and Pakistan. The rise is associated with the deficiencies inherent in traditional market such as lack of adequate parking space, no organized market structure, no adequate security and the usually filthy environment.

The above narrative aptly described the modern market chosen for this study. These are

- (i) Oba Lipede Modern market at Kuto in Abeokuta. Co-incidentally this market is situated beside the traditional Kuto Market which makes the patronage appraisal vary feasible. There could be spill-over effect too. The traditional Kuto market has spread into the packing spacing at Oba Lipede modern market.
- (ii) Ita-Osu modern market of Ijebu-Ode built from the old traditional Onabanjo modern market.
- (iii) Sagamu International Modern Market, Sagamu.

2.2 Theoretical Framework

The markets chosen for this research work are open markets which allows both sellers and buyers to have open access to the markets and can also exist the markets at their own time and desire. Therefore the theory of free enterprise and service quality theory will be the theoretical underpin of this study.

(1) Free Enterprise Theory

Free enterprise or free market refers to an economic situation where the market forces of demand and supply determines the prices of goods and services rather than government. In this situation, business transactions are free from government control. In economic parlance, a free market is a system in which the prices of goods and services are self-regulated by the sellers and the buyer in an open market. Without any government intervention. In this markets, the price mechanism of demand and supply play the major role. A free market is different from a regulated market in which the government exercise certain measure of control and interventions such as tariffs and trade restriction(s).

For a free market to operates, there are some conditions that must be present. These are:

- (i) There must be free entry and exist of buyers and sellers. There must be little or no barriers to the market entry
- (ii) Competition in the market must be perfect. Therefore, market modes such as monopoly, duopoly and cartel are not allowed or exist.
- (iii) There must be homogeneity of goods sold. This will give the buyers the free will to buy from any seller without any condition or restriction.
- (iv) There must be demand and supply of goods and services. This will lead to the interaction between sellers and buyers after which a selling price will be agreed.
- (v) Private owner of resources. The significant portion of the resources in the market are owned by individuals who constitute the buyers and sellers and not by government.

This theory is applicable to this research work because the markets choosen are open markets where all the conditions listed above for an open enterprise to operate are applicable. The major factor is that there is no government restriction or regulations. The operations are basically determined by the forces of demand and supply i.e. the price mechanism as stipulated by the buyers and sellers.

(2) Service Quality Theory (SERVQUAL)

Service Quality according to Parasuraman et al (1988), is a multi-item scale developed to assess customer perception of service Quality in service and retail businesses. Service quality is the overall of a service by the customer. Ghylin et al (2008), Service Quality will enable companies to deliver services with higher quality presumably resulting in increased customer satisfaction Ghylin, et al (2008), Similarly, Daniel and Bervinyuy (2010), says that service quality is the difference between customers expectation for service performance prior to the service encounter and their perception of service received.

In relating service quality to this study, we can opined that patrons of the markets its service expectation will serves as a foundation or yardstick to evaluate service delivery in the markets especially for the duties whose expectations are expected to be high. This will lead to level of satisfaction or dissatisfaction.

Matzler (2002), came up with three factors that may affect customers satisfaction. These are;

- (i) Basic factors attached to goods and services that can prevent dissatisfaction.
- (ii) Performance factors i.e. factors that will lead to satisfaction if done and to dis-satisfaction if not done or fulfilled.
- (iii) Excitement factors. These are factors that give satisfaction to customers if fulfilled but does not lead to dis-satisfaction if not fulfilled.

The service quality model of five dimensions is applicable to this study. Markets provide services to the patrons. The quality of services provided can be measured on five dimensions of

- (1) **Tangibles:** These are physical infrastructure that are expected to be used in providing capacity service to the patrons of the markets. These will include items such as offices, computers, vehicles, toilets and car parks. The availability of these items will indicate the quality of services to be provided in the markets.
- (2) **Reliability:** This is the ability and reliability necessary to provide quality service in the markets. This dimension may relate to records keeping, customers handling procedures, complaints handling and opening and closing time.
- (3) **Responsiveness:** This is the ability and willingness to assist and provide quick and reliable services to the people. This dimension may relocate the ability to attend to customers complaints, accuracy in service delivery, workers behaviour and degree of assistance rendered to customers.
- (4) **Assurance:** This dimension include knowledge acquired on the job, preparation, done, attitude of staff and good communication skills so that customers can be well informed about services rendered in the market.
- (5) **Empathy:** This has to do with care for customers, timeliness of services to customers, attending to the specific needs of customers and favourable attitude at work and to the customers.

2.3 Empirical Review

There are dearth of empirical studies concerning traditional and modern patronage. This may be due to lack of interest by authors or as a result of the opinion of the generality of the people that there is little or no different between the two markets patronage. However, Holdder (1969), Omole (2002), submitted that market connotes an authorized public concourse of buyers and seller of commodities meeting at a place more or less strictly limited or defined at an appointed time. Similarly, Onyemelukwe (1974), Adalemo, (1979) and Sada et al (1979), posited that market centers are fundamental to the economic, social, cultural, religious and political life of the people. Anthonia (1967), asserted that market are places where courtship and exchange of opinions, ideas and others social activities such are drumming and dancing take place.

The development of markets as resulted in modern markets becoming increasingly marginalized. The growth of modern markets has become troublesome for traders in traditional markets which may lead to their extinction. Purnama & Yisa (2013), Rinda (2014). The traditional market is a market where direct bargaining take place which leads to price agreement between the sellers and the buyers. Avianty (2017). Toya (2012), explain that tranditional market is place to sell products of basic needs which arises as a result of economy actors of small and medium enterprises such as farmers, fishermen and other businesses; therefore, the traditional markets played important role in employment generation in the local community. Reardon, et al (2003) find out that modern markets shares in retail business sector has increased in developing countries such as Taiwan, Mexico, Thailand and South Korea. This has led to competition with traditional markets as consumers are attracted by modern management and comfortable physical environment of the modern markets (Collett & Wallace 006).

3.0 Methodology

This study has employed survey research design. The population consists of all market men and women as well as their respective potential customers in the identified traditional and modern markets in Abeokuta, Ijebu Ode and Sagamu of Ogun State of Nigeria. The population is infinite as the number of the traders and customers at any point in time cannot be determined. The sample selected however comprise of 1200 traders and potential customers purposively selected in the markets identified above. The population is stratified by location (Abeokuta, sagamu, and Ijebu Ode) and type of markets (Modern and traditional markets) as well as by role of participants (Trader or Potential customers). 50 traders and 150 potential customers were selected from each of modern market and traditional markets in each location as shown below

Table 3.1 Distribution of Sample Size

SN	Market	Local Market		Modern Market	
		Traders	Potential Customers	Traders	Potential Customers
1	Abeokuta	50	150	50	150
2	Ijebu-Ode	50	150	50	150
3	Sagamu	50	150	50	150
4	Sub-Total	150	450	150	450
5	TOTAL	1, 200			

Structured questionnaire, interview and observation was used to collect data for the study. The questionnaire was administered on all the 1200 members of the sample identified above. Interview Guide was used to guide the interview of selected market leaders, managers and traders in the markets. These was supplemented with careful observation of the interactions between the parties as well as the influence of the structure and facilities in the markets. The data elicited were analyzed, using simple percentages, mean and standard deviation. The hypotheses was tested with the aid of correlation and regression statistical tools.

4.0 Presentation of Data

The respondents characteristics are stated below 47.2% are male and 52.8% are female. 12.1% of the respondents are below 25 years, 31.8% are between 25 and below 35 years, 33.2% are 35 and below 45 years while 22.9% are 45 years and above. 17.2% of the respondents are single while 82.8% are married. 8.3% of the respondents hold less than secondary school certificate, 36.8% hold school certificate, 10.6% are ND holders, 33.2% are HND/BSc holders while 11.1% are MBA/MSc holders. 10.9% of the respondents are students, 5.1% are civil servants, 9.8% are private sector workers, 15.1% are self-employed 37% are market traders while 22.1% are market customers.

4.1 Testing of hypotheses

H₀₁: There is no significant difference between patronage of the traditional and modern markets in Ogun State of Nigeria.

Group Statistics

	TYPE OF MARKET	N	Mean	Std. Deviation	Std. Error Mean
CUSTOMER PATRONAGE	TRADITIONAL	421	20.01	4.176	.135
	MODERN	544	19.40	.516	.163

The above table shows customers' patronage base on traditional and modern type of market. The total number of customers who patronize traditional market is 421 with the mean of 20.01 and standard deviation of 4.176 while those who patronizes modern markets are 544 with the mean of 19.40 and standard deviation of 0.516. The two standard deviations indicate that there is a wide gap between the variances resulting from them, hence, unequal variances assumption would be adopted in establishing the difference between the patronages in the two markets.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Diff	Std. Error Diff	95% Confidence Interval of the Diff	
									Lower	Upper
PATRONAGE	Equal variances assumed	14.780	.000	.461	963	.645	.609	1.321	-1.984	3.203
	Equal variances not assumed			2.875	25.436	.008	.609	.212	.173	1.046

The above Independent Sample T-test table reflects whether there is a significant difference between patronages of Traditional and Modern Markets, respectively. This analysis clarifies whether there is a significant difference in the means earlier reported. Following the unequal variances assumption, the t-statistics value is 2.875 and the probability of error 0.008. The t-statistics is high and the probability of error is less than 0.05. This indicates that there is a significant difference between patronage of the traditional and modern markets in Ogun State of Nigeria.

H₀₂: Market characteristics have no significant effect on customers' patronage

$$CP = \alpha + \beta_i MS$$

$$CP = \alpha + \beta_1 MOC + \beta_2 CC + \beta_3 R + \beta_4 TC + \beta_5 MC + \epsilon$$

Where:

CP= Customer Patronage

$$\beta_i = \beta_1 - \beta_5$$

MOC = Market officials characteristics

CC = Customers' characteristics

R = Regulations

TC = Traders' characteristics

MC = Market characteristics

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	.498	.495	2.952

a. Predictors: (Constant), MARKET OFFICIALS CHARACTERISTICS, CUSTOMER CHARACTERISTICS, REGULATIONS, TRADERS CHARACTERISTICS, MARKET CHARACTERISTICS

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8330.090	5	1666.018	191.156	.000 ^b
	Residual	8410.456	965	8.715		
	Total	16740.546	970			

- a. Dependent Variable: CUSTOMER PATRONAGE
- b. Predictors: (Constant), MARKET OFFICIALS CHARACTERISTICS, CUSTOMER

CHARACTERISTICS, REGULATIONS, TRADERS CHARACTERISTICS, MARKET CHARACTERISTICS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.787	.686		6.977	.000
MARKET CHARACTERISTICS	.148	.016	.354	9.396	.000
TRADERS CHARACTERISTICS	.089	.019	.165	4.620	.000
CUSTOMER CHARACTERISTICS	.135	.029	.138	4.620	.000
REGULATIONS	.225	.015	.407	15.352	.000
MARKET OFFICIALS CHARACTERISTICS	-.211	.019	-.291	-10.911	.000

- a. Dependent Variable: CUSTOMER PATRONAGE

Tables above present the results of the regression analysis. The model indicates that 49.8% (R Square=.498) variation in patronage in the markets is explained by the predictor variables. Furthermore, the model indicated that 49.5% (adjusted R squared=-.495), signify that the model explains the variations in patronage indicating a moderate predictive or explanatory power of the regression model employed. The analysis of variance table also shows that the variables in the model have a statistically significant effect on customers' patronage in the two markets (F=191.156; Sig. =.000).

The results also show that all variables have a statistically significant effect on customers' patronage, as the probability of error for all the variables are 0.000. Beta coefficients indicate that all the independent variables are positively related customers' patronage except the market officials' characteristics. Therefore, at $\alpha=0.05$ level of significance, the study concludes that traders' characteristics, customers' characteristics, regulation and market characteristics have significant effect on customer patronage in both traditional and modern markets in Ogun State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.705 ^a	.496	.494	2.956	.496	189.709	5	962	.000
2	.705 ^b	.497	.494	2.956	.000	.895	1	961	.344

- a. Predictors: (Constant), REGULATIONS, CUSTOMER CHARACTERISTICS, MARKET OFFICIALS CHARACTERISTICS, TRADERS CHARACTERISTICS, MARKET CHARACTERISTICS

b. Predictors: (Constant), REGULATIONS, CUSTOMER CHARACTERISTICS, MARKET OFFICIALS CHARACTERISTICS, TRADERS CHARACTERISTICS, MARKET CHARACTERISTICS, TYPE OF MARKET

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8287.674	5	1657.535	189.709	.000 ^b
	Residual	8405.242	962	8.737		
	Total	16692.916	967			
2	Regression	8295.491	6	1382.582	158.222	.000 ^c
	Residual	8397.425	961	8.738		
	Total	16692.916	967			

a. Dependent Variable: CUSTOMER PATRONAGE

b. Predictors: (Constant), REGULATIONS, CUSTOMER CHARACTERISTICS, MARKET OFFICIALS CHARACTERISTICS, TRADERS CHARACTERISTICS, MARKET CHARACTERISTICS

c. Predictors: (Constant), REGULATIONS, CUSTOMER CHARACTERISTICS, MARKET OFFICIALS CHARACTERISTICS, TRADERS CHARACTERISTICS, MARKET CHARACTERISTICS, TYPE OF MARKET

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.836	.690		7.010	.000
	CUSTOMER CHARACTERISTICS	.133	.029	.136	4.539	.000
	MARKET CHARACTERISTICS	.148	.016	.355	9.402	.000
	TRADERS CHARACTERISTICS	.089	.019	.165	4.599	.000
	MARKET OFFICIALS CHARACTERISTICS	-.211	.019	-.292	-10.912	.000
	REGULATIONS	.225	.015	.407	15.337	.000
2	(Constant)	4.202	.962		4.371	.000
	CUSTOMER CHARACTERISTICS	.131	.029	.134	4.462	.000
	MARKET CHARACTERISTICS	.149	.016	.357	9.437	.000
	TRADERS CHARACTERISTICS	.090	.019	.167	4.643	.000
	MARKET OFFICIALS CHARACTERISTICS	-.212	.019	-.293	-10.947	.000
	REGULATIONS	.226	.015	.409	15.365	.000
	TYPE OF MARKET	.605	.640	.022	.946	.344

a. Dependent Variable: CUSTOMER PATRONAGE

4.2 Discussions of Findings

Two patterns of findings emerged from this study. The first is that there is a significant difference in the patronage of traditional and modern markets respectively, in Ogun State. This is as expected, given the different features being associated with the different types of markets. Studies provide support that customers are attracted to different markets based on their features.

What was not expected is that traditional markets attracts more patronage than the modern markets which often have features like modern structures, better facilities and officials with formal and stable contract of employment. Large majority of the customers interviewed in each of the locations assert that though they were aware of and patronize both markets, they patronize traditional market more than modern markets. In fact, many traders who obtain shops in the modern markets are seen displaying their wares by the road side in front of modern markets as the traditional markets are close to the modern markets. This raises the issue of what features attract more customers' patronage. This is the focus of the second pattern of finding. Core market issues like customers' perception of markets, market product quality, traders' characteristics was more strongly associated with patronage of the markets than supporting features such as characteristics of market regulations, market facilities, market management teams which are often the target of emphasis in modern markets. There is no significant relationship between market officials' characteristics and emphasis on direct market issues. This suggest that more recognition was given to facilities and structural than core market issues which determine patronage in the construction of the modern markets.

The findings is corroborated by the work of Omole (2012), in which he state that factors such as Age and Occupation, Sex and Educational level, Nationality and state of origin, choice of market centers and market circle days affect patronage of traditional and modern market in Osun state rather than facilities and level of management provided. Furthermore, SMERU (2007), Opined that one of the main competitors of traders in traditional market are street vendors. They sell to cover the front and entrance to the market so that the outside of the traditional market look shabby and chaotic. However, Arianty (2017), listed the following as factors that influence patronage of traditional and modern market. These include: clearness, availability of bathrooms, packing area and security, employees in uniform and quality of service. The growth of traditional market and modern market according to Onyemelukwe (1974) and Adalemo (1979) has been influenced by trading activities and economy life of the people. These two factors has therefore influenced the establishment of the traditional and modern market in majors town in Ogun state.

5.0 Conclusions

It is therefore recommended that, in constructing markets, emphasis should be placed on direct market issues. Structure and facilities are not enough to make markets functional and developed. Market officials should be trained to play key roles in enhancing patronage of markets. Modern markets should not be located near any traditional markets as this has affected the patronage of the modern markets. This is evidenced from the location of Oba lipede modern market beside Kuto traditional market. Also from the location of Ita Osu modern market in Ijebu-Od which was the old traditional Ita Osu market. Traders from these traditional markets usually encroached on the surrounding environment of the modern markets. Thus, marking parking of customers in the modern markets to become difficult. This has also make it difficult for the rules and regulations regulating the activities of the modern market to be enforced.

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