International Journal of Trend in Scientific Research and Development (IJTSRD)
Volume 5 Issue 2, January-February 2021 Available Online: www.ijtsrd.com e-ISSN: 2456 – 6470

Agricultural Marketing and Performance of Agricultural Firms in Anambra State

Chibike Onyije Nwuba

Department of Marketing, Federal Polytechnic Oko, Anambra State, Nigeria

ABSTRACT

This research studied the relationship between agricultural marketing and performance of agricultural firms in Anambra State. Specifically, the study addressed the relationship between transactional marketing and performance of agricultural firms, the relationship between database marketing and performance of agricultural firms, the relationship between interaction marketing and performance of agricultural firms and finally the relationship between network marketing and performance of agricultural firms. The study adopted a survey research design in collecting data; questionnaire and personal interviews were used in collecting primary data while documentary sources were used for secondary data. The population of the study was made up of 411 agricultural firms in Anambra state, whereas 30 firms were selected as the sample size with the aid of solvin formular. The data generated for this study were presented with frequencies and percentages, while the stated hypotheses were statistically tested with Pearson motion correlation, which was computed with the aid of the Statistical Packages for Social Sciences (SPSS) Version 20. Findings from the study showed thattransactional, database, interaction and network marketing that were used as proxies for agricultural marketing all have a significant relationship with sales volume which was used as proxy for performance of agricultural firms.

KEYWORDS: *Agricultural marketing, Performance, Agricultural Firms*

How to cite this paper*:* Chibike Onyije Nwuba "Agricultural Marketing and Performance of Agricultural Firms in Anambra State" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-2, February 2021, pp.760-769, URL: www.ijtsrd.com/papers/ijtsrd38502.pdf

IJTSRD38502

1. INTRODUCTION

The Recent global fall in oil prices and other inflationary issues affected Nigeria's foreign exchange negatively. Asogwa&Okwoche(2012) asserted that this has forced the government at federal and state levels to introduce measures geared at revitalizing the agricultural sector which will in turn improve the Nigerian economy which is currently depressed. Thus, Ikponmwosa (2016) argues that Agriculture is the most viable route with which Nigeria can successfully meander from her current economic dilemma. Agriculture happens to be seen as the "bailout" from Nigeria's current economic recession. A lot of policies have been put in place to boost agricultural production in Nigeria as part of the nation's diversification strategies. Agriculture which is the primary source of employment in Nigeria accounts for more than 30% of the total gross domestic product (GDP), (Ikponmwosa, 2016).The support systems and policies provided by the current leaders both in state and federal levels are to revitalize agriculture, by fostering mechanized agriculture. The campaign for the revamp of the agricultural sector of the economy and the various policies and support systems that have been put in place to revive the sector have not actually yielded the expected results. Arguably, the inability to market agricultural produce constitutes vital challenge to agricultural sector.

According to the Marketing Committee of the United Nations Conference on Food and Agriculture (1995), marketing is the crux of the whole food and agriculture problem. It would be useless to increase the output of food and equally futile to setup optimum standards of nutrition unless means could be found to move food from producer to the consumer at a price which is remunerative to the producer and is within the consumers' ability to pay. Marketing of Agricultural products has its own peculiarities. The marketing of industrial and consumer products on the other hand are relatively easier, since their end result can be co-ordinates with wants and requirements, to suit the tastes in size, colour, texture etc. The most important difference being that of the shelf life while the Industrial and consumer products enjoy reasonably prolonged life, the agricultural products are characterized by varying degree of perish ability.

Unlike in the case of manufactured products, the entire production of different agricultural commodities does not come to the market for sale. The produce marketed depends on the marketable surplus, immediate need for cash, price trend, and storage capacity; perish ability, transportation facilities, size of the form etc. The marketable surplus is the total production, which depends on the area of production, inputs, price realizable, and demand conditions, market access etc. the market surplus on the other hand is the extent of produce that the farmers sell finally in the market after meeting their requirements of self-consumption, seeds, payment in kind, payment to local artisans etc.The peculiar nature of agricultural products results in the need for intermediaries who render services of assembling, sorting, grading, packaging, transportation and selling. As a farmer does not have the expertise or the time to involve him in the various activities involved in the selling of his produce, the involvement of other agencies such as Agricultural Firms becomes necessary.

Thus, the focus of this study is to examine the effects of the possible agricultural marketing operations and strategies adopted by agricultural firms in Anambra State. A similar study have been carried out by Adebuyi(2011) in the south western region of Nigeria, which comprises of six states, it is majorly a Yoruba speaking area although there are different dialects even within the same state. The Southwestern region of Nigeria is made up of mainly Islam, Christianity and traditional religions. Anambra state is one of the five states that make up the southeastern region of Nigeria, mainly an Igbo speaking area, comprising of mainly Christians and traditional worshipers, Anambra state which is the researcher's area of interest happens to have a different cultural and religious background from the southwestern region. The researcher would like to bridge the gap by conducting a similar research in an area of the southeast (Anambra).

Objectives of the Study

The thrust of this study is to examine the adoption of Agricultural marketing practice and the performance of Agricultural firms in Anambra state, Nigeria. The specific objectives are to ascertain if;

1. There is relationship between Transactional Marketing (TM) and performance of agricultural firms in Nigeria.
2. There is relationship between Database Marketing (DM) and performance of agricultural firms in Nigeria.
3. There is relationship between Interaction Marketing (IM) and performance of agricultural firms in Nigeria.
4. There is relationship between Network Marketing (NM) and performance of agricultural firms in Nigeria.

Research Hypothesis

The following null-hypothesis will be tested in the study to help establish the relationship between agricultural marketing and performance of agricultural firms in Anambra State;

1. **Ho:** There is no significant relationship between the application of Transactional marketing(TM) and performance of agricultural firms in Nigeria.
2. **Ho:** There is no significant relationship between the application of Database marketing and performance of agricultural firms in Nigeria.
3. **Ho:** There is no significant relationship between the adoption of Interaction marketing and performance of agricultural firms in Nigeria.
4. **Ho:** There is no significant relationship between Network marketing and performance of agricultural firms in Nigeria.

2. Review of Related Literature Review

Agricultural Marketing

Agricultural marketing is coined out of two words; Agriculture and Marketing. Agriculture have been defined by various scholars, such as Rimando (2004) who stated that Agriculture is the systematic raising of useful plants and livestock under the management of man. Rubenstein (2003) defined Agriculture as the deliberate effort to modify a portion of Earth's surface through the cultivation of crops and raising of livestock for sustenance or economic gain. Bareja (2014) also defined Agriculture as the art and science of growing plants and other crops and the raising of animals for food, other human needs or economic gain. Agriculture is the cultivation of plants and husbandry of animals, that is, the management of living things and ecosystems to produce goods and services for the people Nchuchuwe & Adejuwon (2012). Agriculture includes farming; ranching; aquaculture; apiculture; horticulture; viticulture; animal husbandry, including, but not limited to, the care and raising of livestock, equine, and fur-bearing animals; poultry husbandry and the production of poultry and poultry products; dairy production; the production of field crops, tobacco, fruits, vegetables, nursery stock, ornamental shrubs, ornamental trees, flowers, sod, or mushrooms; timber; pasturage; any combination of the foregoing; the processing, drying, storage, and marketing of agricultural products when those activities are conducted in conjunction with, but are secondary to, such husbandry or production.

On the other hand, Agbonifoh, et al (2007) defined Marketing as consisting of individual and organizational activities designed to facilitate and expedite exchanges so as to achieve the goals of the producer/seller by sensing and satisfying consumers' needs. American Marketing Association (AMA) Board of directors (2013) defined Marketing as the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing is the process of finding, satisfying and retaining customers while the business meets its goals. Wells, Burnett & Moriarty (2002).Fry & Polonsky (2004) sees Marketing as an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefits the organization and its stakeholders. Stanton (2001) also sees Marketing as a total system of business activities designed to plan, price, promote and distribute want satisfying products to target markets to achieve organizations objectives. Kotler (2011) defined Marketing as the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit.

Some researchers have made attempts to define these two words as one. The term agricultural marketing according to Nebo & Ejionueme (2017) is simply the application of marketing concept in dealing with agricultural products. Agricultural marketing is the anticipation, identification and satisfaction of the needs of consumers in agricultural markets. It begins before production by determining what products consumers would need and continues after production by ensuring that what is produced are packaged, processed, stored, transported, standardized, graded, priced, promoted and made available to the consumers through various marketing channel members such as farmers, agents, wholesalers and retailers (Ejionueme & Nebo, 2014). They further stated that it involves agricultural pre-production, production and post-production activities aimed at satisfying human needs and that it brings producer and consumers together for the exchange of agricultural products for money or some other valuables. In the view of Vadivelu & Kiran, (2013), agricultural marketing includes the activities such as planning-production, growing and harvesting, grading, packing, storage, processing, promoting and selling-involved in transferring agricultural products from the farm to the consumer. Specifically, agricultural marketing helps to determine what agricultural products to produce, how to produce it and for whom to produce it and how to transfer what has been produced to the final consumers.

The National Commission on Agriculture has defined agricultural marketing as a "process that starts with a decision to produce saleable farm products that also includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution". On this, agricultural market can be classified as primary, secondary and terminal or export market. There are various channels in these markets such as government channel, cooperative channel and private channel (Krishnamacharyulu & Ramakrishna, 2011).

Badar (2011) stated that agricultural marketing system generally comprises of five main stakeholders or market actors i.e. producers, traders, trade supporters, trade planners/decision makers and consumers. Each of these stakeholders has its own specific marketing goals as described below. The producers or farmers are main stakeholders in an agricultural marketing system. They produce wide variety of food items for self-consumption as well as for supply in the market. Agricultural producers are interested in maximisation of their net farm income and aversion of risks involved in production and marketing of their produce. Moreover, they want developed and guaranteed markets, improved market position, increased and stabilised prices for outputs besides stable supply and prices of inputs. Traders are the people who mostly operate in the markets and relate producers with consumers. Commission men, brokers, wholesalers and retailers all belong to this group. Traders desire to have high volume and profit, time and cost efficient purchasing, no trade restrictions and minimum market risk. Trade supporters do not directly participate in trading activities of the market. They support and facilitate performance of trading activities and are interested in enhancing efficiency in exchange of goods. Smooth functioning of market systems and general support to market exchange function such as infrastructure and communication are the main goals of trade supporter. Trade planners and decision makers are responsible for making decisions relating to agricultural marketing. Planners and decision makers have social and political goals generally related to securing ample food supplies and expanding domestic agriculture markets. Other major objectives of this group include price stabilisation and promotion of export sector. The last group in the marketing chain comprises of consumers but their influence is considered a derived function which is executed through traders and trade institutions. Major objectives of consumers include acquisitions of good quality products, low prices of products and better services.

Performance of Agricultural Firms

In general, performance measurement can be viewed as the process of quantifying the efficiency and effectiveness of purposive action and decision-making. As such, performance measurement is a process of monitoring and reporting on how well someone or something is doing (Marc et al., 2010). Traditionally, managers have relied on financial measures for decision making and performance evaluation purposes (Anthony & Govindarajan, 2001). A firm's performance is the measure of the attainment of organizational objectives such as sales growth, profit, brand equity and the likes (Agarwal, Erramilli & Chekitan, 2003). The conventional approach to a firm's performance assessment has been to emphasize profitability, most frequently measured by return on investment (Ambler, 2005).Olusanmi, Uwuigbe & Uwuigbe (2015) define firm performance as increasing of shareholders' return. To Ogbechie & Koufopoulos (2010), firm performance is tied to the effectiveness of the board. Akingunola, Adekunle & Adedipe (2013), assert that firm performance could be seen in term of how the management operates or the result of their actions. They went further to say that performance could be seen in terms of absolute profits, rate of return, earnings per share, the quality of asset portfolio, level of liquidity and the net contribution to the economic development of the nation.

Performance however is not determined by inputs alone but also dependent on the environment within which the firm operates (Egbunike & Ndubuisi 2018). This environment is referred to as "PESTLM" comprising Political, Economic, Social cultural, Technological, Legal and Marketing. The level of firm performance is determined also on how the institution can positively influence these environmental factors and effectively survive in a competitive driven environment (Akingunola, Adekunle & Adedipe, 2013).In another development, Peters & Bagshaw (2014) opined that firm financial performance relates to the various subjective measures of how well a firm can use its given assets from primary mode of operation to generate profit. Kothari (2001) defines the value of a firm as the present value of the expected future cash flows after adjusting for risk at an appropriate rate of return. To Eyenubo (2013), it is the success in meeting pre-defined objectives, targets and goal within a specified time target. Qureshi, (2007), put forward four different approaches in which the value of a firm has been identified in corporate finance literature. These are: the financial management approach which focus on the evaluation of cash flows and investment levels before identifying and assessing the impact of financing sources on firm value; the capital structure approach which studies the impact of capital structure changes on the value of firm and how different factors impact directly or inversely the debt and equity component of the firm capital structure; the resource based approach which explains the value of firm as an outcome of firm's resources; and finally, the sustainable growth approach which is a summary of the above three approaches to firm value, taking into account the firm's operating performance, its investment and financing needs, the financing sources, and its financing and dividend policies for sustainable development of firm's resources and maximization of firm value.

Transactional Marketing and Performance of Agricultural Firms

Transaction Marketing can be described as having an economic transaction focus (Li &Nicholas, 2000). It is categorised as a transactional exchange and the people involved are mostly the firm and the buyers in the universal market. The pattern of communication is firm to market usually done in an arms-length and impersonal manner formally and discretely. An active seller and passive buyers describes the balance of power. Transaction Marketing encompasses a firm enticing and satisfying potential buyers by managing the elements in the marketing mix. The buyers in the market are passive in the communication relationship, whereas the seller actively manages the exchange and the manager's communication to buyers in the mass market. The managers in the transaction process focus more on marketing of the brand to identifiable customers. Marketing activities are usually relegated to customers. Marketing activities are mostly transferred to functional marketing areas, and manager's pay attention to developing internal capabilities related to the marketing mix. Co-ordination with other utilities in the firm is partial, and the planning skyline for this type of marketing is largely short-lived.

Database Marketing and Performance of Agricultural Firms

The focus of database marketing is on information and economic transaction between a firm and buyers in a specific target market. The communication pattern is firm to individual. The contact is personalised yet distant. The duration is both discrete and over time. Although the relationship is formal, it is personalised via the use of technology. In this type of marketing, the emphasis is still on the market transaction, but now encompasses both economic and informational exchange. A marketing specialist relies on information technology to form a type of relationship, thus allowing firms to compete in a manner different from mass marketing. More precisely, the resolve is to retain and maintain identified customers over time. Communication configurations are commonly motivated and managed by the seller. Marketing is still "to" the customer rather than "with" the customer. Exchanges are not close, and are both facilitated and personalised with technology. They do not commonly involve interpersonal communication and interaction between parties to the exchange. Managerial investment for Database Marketing is in the tool or technique, and supporting technology and information (Rust and Zeithaml, 2004). In this type of marketing, the managerial attention expands to include both the product/brand and specifically targeted customers.

Database Marketing has proven to be an interesting practice. Although initially considered a part of relational exchanges, Coviello, Brodie and Munro (1997) put this Marketing practice within the Transactional Exchange paradigm. As an example, the "communication pattern' dimension shows that communication shifts from firms "to" markets/individuals in Transaction and Database Marketing to individuals/firms "with" individuals/firms in Interaction and Network Marketing. Similarly, the "duration" of exchange for both Database and Transaction Marketing is essentially discrete, and "managerial investment" is in the form of internal Marketing assets. As such, although scholars have treated Database Marketing as a relationship building tool, this approach to marketing seems to fit more appropriately within the conceptual realm of transactional exchange rather than relational exchange. This classification of marketing practice allows for an array of approaches to the market. At times the approach in the buyer/seller exchange is more transactional and other times more relational. It is important that there is a match in the exchange situation.

Interaction Marketing and Performance of Agricultural Firms

In Interaction Marketing, there is an interactive relationship between a buyer and seller (Sultan & Rohn, 2004). The distinct buyers and sellers form a dyadic relationship. The communication pattern can be described as individuals with individuals across organisations. The interval of the relationship is continuous, continuing and mutually adaptive, although it may be short or long-lived. The exchange levels are can either be formal or informal. The balance of power between the buyer and the seller can be termed as mutually active and adaptive. It can also be described interdependent and reciprocal.

While Database Marketing involves a certain type of relationship that is distant and personalised, Interaction Marketing implies face-to-face interaction within relationships. Marketing happens at the individual level centered on social processes and personal interactions. Relationships are created between individuals which can be formal or informal, with the parties being mutually active and adaptive. Interaction Marketing is truly "with" the customer in both a formal and informal manner. Both parties are mutually active and adaptive. Interaction Marketing is not the duty of only the marketer, neither are those engaged in Interaction Marketing necessarily in the position of the seller. Rather, this method can include a number of individuals across functions and levels in the firm, and may cover both buying and selling activities (Coviello et al. 2003).

Network Marketing and Performance of Agricultural Firms

Network Marketing can be defined as the associated relationships between firms (Rocks et al, 2005). There are multiple parties involved such as the seller, buyers and other firms that have an impact either directly or indirectly on the relationship. Firms communicate with companies involving individuals. The relationship can span from impersonal to interpersonal and distant to close. The relationship is continuous and can be designated as stable and at the same time dynamic. This relationship can also be short or long-lived formally and informally at both business and social levels. All firms are active and adaptive when viewed from the power balancing position. Network Marketing is developing inter-firm relationships to allow for coordination of activities between multi-parties for mutual benefit, resource exchange. There is little consensus among scholars on precisely what innovation network is or indeed when an innovation network is said to exist, but there is some agreement that network is more than a series of supplier and customer relationship(Trott, 2005). Some networks have been described as federated in that a set of loosely affiliated firms work relatively autonomously but none the less engage in mutual monitoring and control of one another (Day & David 1999).

Other networks can be viewed more as a temporary web, in which firms coalesce around one firm or a business opportunity. For example, following most natural disasters around the world, a collection of organisations, including emergency services, government departments, charities and volunteer groups quickly bind together as a network to tackle the immediate problems.

Other networks are sometimes referred to as strategic partnerships and usually evolve from long-standing supplier relationships. Through repeated dealings, trust and personal relationships evolve. For example, firms with an established track record in supplying materials, components, e.t.c., to an agricultural marketing firm may well find themselves becoming involved in additional activities such as concept testing and product development. This may also include universities, government agencies and competitors.

Finally, the framework describes Network Marketing as occurring across organisations, where firms commit resources to develop a position in a network of relationships. This is generally accomplished through business and social transactions overtime resulting from the development and maintenance of individual, interaction-based relationships. Therefore, Network Marketing encompasses relationships at both the individual and firm levels. Because the relationships are part of a larger network, there is much variety. They can range from interpersonal to impersonal; have varying levels of power and dependence, as well as degrees of communication. This approach may be conducted at a general management level by members of other functional areas in the organisation performing marketing duties, or from outside the organisation. Relationships may be with customers, distributors, suppliers, competitors, and so on.

Theoretical Framework

This study is informed by the theory of the firm growth, propounded by Edith Penrose in 1959 which recognizes that causes of growth of a firm can be both external and internal to the firm and is based on the premise that firms have no determinant long run or optimum size, but only a constraint on current period growth rates. Penrose suggested that external causes, for example raising capital, demand condition and sales increment while of interest 'cannot be fully understood without an examination of the nature of the firm itself. This theory is relevant to this study since it explains sales growth and performance of a firm. According to Bhutta & Hasan (2013), the growth opportunities are measured in terms of the fraction of a firm's value represented for by assets-in-place; the smaller the proportion of firm's value narrated by assets-in-place, the larger the firm's growth opportunities. The firms with growth opportunities have moderately more development projects, new product lines, acquisitions of other companies and repair and replacement of existing assets. Moreover, growth opportunities and firm size are positively related to profitability. Those firms with lowgrowth opportunities lean towards high profitability and firms in the middle of the growth opportunities incline to confirm small profitability (Bhutta & Hasan 2013).

Empirical Review

Adesiyan (2015) examined the performance of quoted agro-allied firms in Nigeria. The performance indicators analysed were liquidity, solvency, profitability and efficiency of the firms. Data from 12 out of 14 quoted agro-allied firms in Nigeria which are based in Lagos state were collected and analysed. Descriptive statistics like bar charts and tables were used to present the results which showed that the average liquidity, solvency, profitability and efficiency performance ratios of the firms were 75%, 25%, 17% and 92% respectively. The implication of was that only 75% of the firms were able to meet their day – to – day obligations, 25% were able to pay their liabilities in the event of business failure, 17% made profit per naira invested and attracted investors to themselves while 92% made allocated the use of production resources efficiently.

Nebo & Ejionueme (2017) investigated the role of adopting agricultural marketing approach for improving agricultural sector performance in Nigeria. The objectives of the study include: to determine significant problems of marketing agricultural products in Nigeria; to ascertain the influence of products on agricultural sector performance in Nigeria; to assess the influence of distribution on agricultural sector performance in Nigeria and; to determine the influence of price on agricultural sector performance in Nigeria. Survey research design was adopted for this study. A structured questionnaire was used to collect data from a sample of 250 agricultural marketers comprising of farmers and farm products' distributors in South-eastern Nigeria. The reliability of the research instrument was ascertained using Cronbach Alpha test which yielded 0.81 coefficient. Hypotheses were tested using Principal Component and Regression Analysis. Findings show that production, distribution and pricing-related factors were the most significant problems of agricultural marketing; and that products, distribution and price were marketing variables likely to significantly improve agricultural sector performance in Nigeria. It was recommended that government; entrepreneurs who are non-governmental organizations and large scale farmers should provide effective solutions to those major variables identified in this study as hindrance to agricultural marketing and also capitalize on those marketing variables that have significant influence on agricultural performance in Nigeria to improve the sector.

Odalo & Achoki (2016) investigated the effect of liquidity on the financial performance of listed agricultural companies in Nairobi Security Exchange in Kenya. Secondary data was extracted from the audited financial statements for the period 2003 to 2013 and analyzed using a pooled OLS model. Liquidity was measured using liquidity ratios while financial performance was measured by return on assets (ROA), return on equity (ROE) and earnings per share (EPS). The results indicated that liquidity has a positive and significant relationship with ROA and ROE, but positive and insignificant with EPS. The study confirms that liquidity as measured using liquidity ratio affects the financial performance of agricultural companies listed in NSE positively and significantly in relation to ROA and ROE

Wanyonyi (2018) examine investment diversification effect on the financial performance of agricultural firms listed at Nairobi Security Exchange (NSE). The study employed descriptive research design with a population of seven listed agricultural firms at NSE. Secondary panel data was used for a period covering seven years (2011-2017).R squared (coefficient of determination) was 52.80%, which showed that investment diversification explain 52.80% of the dependent variable variations that is financial performance The study also found that horizontal diversification, concentric diversification, conglomerate diversification and vertical diversification had a positive relationship with financial performance. The study suggested that firms should look for better avenues to mitigate the risk of doing business or their operations. Through diversification, a firm is not dependent on a limited number of products, locations, or markets in order to remain competitive and survive in the dynamic economic environment.

Odalo, Njuguna & Achoki (2016) studied the effect of sales growth on the financial performance of listed Agricultural Companies at Nairobi Securities Exchange in Kenya from 2003 to 2013.The study was anchored on the theory of the firm growth that recognizes that increments in sales over the years affects financial performance of an organization. A panel design with descriptive and causal study design was adopted and all the listed companies in the agriculture sector in Kenya were studied. Sales increments in each year was used as a measure of sales growth while financial performance was measured by return on assets (ROA), return equity (ROE) and earnings per share (EPS). Inferential statistics (correlation and regression) was used for data analysis. A pooled OLS regression model was used to incorporate the time and space movements. The study affirms that sales growth has a positive and significant effect on financial performance measures ROA and ROE and negative and insignificant effect on EPS. From the study findings, it was concluded that as the firm increases sales, financial performance as measured by ROA and ROE also increases. The study also recommended that agricultural companies need to focus on sales growth opportunities since it exerts a significant effect on financial performance. However, other factors leading to improvement in financial performance need to be explored as a percentage growth in sales only leads to 11% improvement in ROA and ROE.

Ombango & Muchibi (2017) conducted a study with a specific objective of examining the influence of strategy formulation on performance of agribusiness firms in Kakamega County. The research adopted descriptive survey research design and the data was collected from sampled firms representing the entire population of the small-scale agribusiness firms in Kakamega County. The target population was 700 small-scale agribusiness firms in Kakamega County. The researcher used both stratified and simple random sampling techniques. The sample size was represented by 70 agribusiness firms selected across Kakamega County. Primary data was collected by the use of structured and unstructured questionnaires while the respondents were the owners or managers of the agribusiness firms. Reliability of the data was arrived at using the test and retest technique which was computed using the Cronbach's alpha coefficient while the data was validated by the supervisors' guidance. The study found and concluded that performance of agribusiness firms is not only conceivable but it most importantly requires accurate strategic management approach to be taken by those in leadership right from the formulation of the strategic plans which should be inclusive of all the stakeholders to implementation, evaluation and firm control measures to be put in place.

3. Methodology

The researcher adopted the descriptive research design for the study. The researcher used two main sources of data collection, namely primary and secondary sources. Primary sources included; Questionnaire, Personal Interviews and Observations. Likert Scale Questionnaire was used. Data were also generated from text books, newspapers, magazines, journals, internet surfing, official reports and gazattes, as the secondary sources of data in the course of carrying out this research. The population of the study is the aggregate of all agricultural marketing firms in Anambra state which comprises 411firms as stated by the ministry of Agriculture, Anambra state in 2017. A sample size of 30 firms were selected for the study usingSlovin's formula. The formula is given as follows;

n =N/1+e

Where; N= population

e = desired margin of error (percentage allowance for non-precision because of the use of the sample instead of the population)

n= the sample size

Therefore, n=411/1+12.5

n=411/13.5 =30firms

The data generated for this study were presented with frequencies and percentages, while the stated hypotheses were statistically tested with Pearson motion correlation, which was computed with the aid of the Statistical Packages for Social Sciences (SPSS) Version 20.

4. Data Presentation and Analysis

The questionnaire was distributed to three (3) staff of each of the 30 agricultural firms that formed part of our sample, thus totaling 90 questionnaires that were distributed. All were equally duly completed and returned. (see Apendix)

Test of Hypotheses

Hypothesis One

H_0: There is no significant relationship between the application of Transactional marketing (TM) and increased sales volume

Correlation

		TM	SALES
TM	Pearson Correlation	1	.881**
	Sig. (2-tailed)		.000
	N	90	90
SALES	Pearson Correlation	.881**	1
	Sig. (2-tailed)	.000	
	N	90	90
**. Correlation is significant at the 0.01 level (2-tailed).			

From the correlation result, the Transactional marketing has a strong positive correlation of .881 with sales volume of agricultural marketing firms in Anambra State.

DECISION: Since the computed correlation coefficient r .881 is greater than the critical r value .765 for two-tailed test at 0.01 level of significance, we therefore reject the null hypothesis, meaning that, there is a significant relationship between the application of Transactional marketing (TM) and increased sales volume in Anambra State.

Hypothesis Two

H_0: There is no significant relationship between the applications of Database marketing by agricultural marketing firms on their sales volume.

Correlations

		SALES	DM
SALES	Pearson Correlation	1	.928**
	Sig. (2-tailed)		.000
	N	90	90
DM	Pearson Correlation	.928**	1
	Sig. (2-tailed)	.000	
	N	90	90
**. Correlation is significant at the 0.01 level (2-tailed).			

From the correlation result, Database marketing has a strong positive correlation of .928 with sales volume of agricultural marketing firms in Anambra State.

DECISION: Since the computed correlation coefficient r .928 is greater than the critical r value .765 for two-tailed test at 0.01 level of significance, we therefore reject the null hypothesis, meaning that, there is a significant relationship between the application of database marketing and increased sales volume in Anambra State.

Hypothesis Three

H_0:There is no significant relationship between the adoption of Interaction marketing by Agricultural marketing firms and increased sales volume

Correlations

		SALES	IM
SALES	Pearson Correlation	1	.832**
	Sig. (2-tailed)		.000
	N	90	90
IM	Pearson Correlation	.832**	1
	Sig. (2-tailed)	.000	
	N	90	90
**. Correlation is significant at the 0.01 level (2-tailed).			

From the correlation result, Interaction marketing has a strong positive correlation of .832 with sales volume of agricultural marketing firms in Anambra State.

DECISION: Since the computed correlation coefficient r .832 is less than the critical r value .765 for two-tailed test at 0.01 level of significance, we therefore reject the null hypothesis, meaning that, there is a significant relationship between the adoption of interaction marketing and increased sales volume of agricultural marketing firms in Anambra State.

Hypothesis four

H_0: There is no significant relationship between Agricultural marketing firms with high Network marketing penetration and increased sales volume.

Correlations

		SALES	NM
SALES	Pearson Correlation	1	.868**
	Sig. (2-tailed)		.000
	N	90	90
NM	Pearson Correlation	.868**	1
	Sig. (2-tailed)	.000	
	N	90	90

**. Correlation is significant at the 0.01 level (2-tailed).

From the correlation result, Network marketing has a strong positive correlation of .868 with sales volume of agricultural marketing firms in Anambra State.

DECISION: Since the computed correlation coefficient r .868 is greater than the critical r value .765 for two-tailed test at 0.01 level of significance, we therefore reject the null hypothesis, meaning that, there is a significant relationship between network marketing and increased sales volume of agricultural marketing firms in Anambra State.

5. Conclusion

The study revealed that transactional, database, interaction and network marketing that were used as proxies for agricultural marketing all have a significant relationship with sales volume which is the proxy for performance of agricultural firms. The study showed that transactional marketing has a strong positive correlation of .881 with sales volumes of agricultural firms which means that they move in the same direction, meaning that an application of transactional marketing will lead to a significant increase in the sales volume of such firms. Same is true for Database, Interaction and Network marketing. They showed a significantly positive relationship of .928, .832 and .868 respectively with sales volume of agricultural firms. The researcher therefore recommended that this four aspects of agricultural marketing should not be neglected by agricultural firms if they desire a greater sales output which will invariable boost the profit of the firm.

References

[1] Adesiyan, O. F. (2015). The Performance of the Quoted Agro-Allied Industries in Nigeria. *Research Journal of Finance and Accounting,* 6(9), 200-215

[2] Agarwal, S. M., Erramilli & Chekitan S. (2003). Market orientation and performance in service firms: Role innovation. *The Journal of Science and Marketing* 17(1): 68-75.

[3] Akingunola, R. O., Adekunle, O. A & Adedipe, O. A. (2013). Corporate governance and banks' performance in Nigeria (post – bank's consolidation). *European Journal of Business and Social Sciences,* 2(8), 89-111.

[4] Asogwa, B. C. & Okwoche, V. A. (2012). Marketing of agricultural produce among rural farm households in nigeria: the case of sorghum marketing in benue state. *International Journal of Business and Social Science,* 3(13), 269-277.

[5] Badar, H. (2011). *Marketing of agriculture products in Pakistan:* theory and practice. University of Agriculture, Faisalabad (Pakistan). Retrieved from https://www.researchgate.net/publication/229059737

[6] Bhutta, N. T. & Hasan, A. (2013). Impact of Firm Specific Factors on Profitability of Firms in Food Sector. *Open Journal of Accounting*, 2, 19-25.

[7] Coviello, N., Brodie, R. J., & Munro, H. J. (1997), Understanding Contemporary Marketing: Development of Classification Scheme. *Journal of Marketing Management*, 13(6), 501–522.

[8] Coviello, N. E., Brodie, R. J., Brooks, R. W., & Palmer, R. A. (2003). Assessing the Role of E-Marketing in Contemporary Marketing Practice. *Journal of Marketing Management* 19(1), 857 – 881

[9] Day, G., & David, M. (1999). Charting New Directions for Marketing. *Journal of Marketing* 63(2), 3-13.

[10] Egbunike, P. A., & Ndubuisi, C. J. (2018). Pre and Post Financial Crisis Analysis of Corporate Governance and Firm Performance of Deposit Money Banks in Nigeria. *EPRA International Journal of Multidisciplinary Research (IJMR),* 4(9), 101-113.

[11] Ejionueme, N. G. and Nebo, G. N (2014), *Understanding Agricultural Marketing*, Enugu: Immaculate Publications Ltd

[12] Eyenubo A. S. (2013). The impact of bigger board size on financial performance for firms: The Nigerian experience, *Journal of Research in International Business and Management, 3* (3), 85-90.

[13] Kothari, S. P (2001). Capital market research in accounting, *paper presented to JAR Rochester Conference April 2000.*

[14] Lewington, J., Cheronatony, L., & Brown, A. (1996). Harnessing the power of Data base Marketing. *Journal of Marketing Management* 12(4), 329 – 346.

[15] Li, F., & Nicholas, J. A. F. (2000). Transactional or Relationship Marketing: Determinants of Strategic Choices. *Journal of Marketing Management* 16(4), 449 -464.

[16] Nchuchuwe, F. F. & Adejuwon, K. D. (2012). The challenges of agriculture and rural development in africa: the case of Nigeria. *International Journal of Academic Research in Progressive Education and Development,* 1(3), 45-61.

[17] Nebo, G. N. & Ejionueme N. (2017). Adopting agricultural marketing approach for improving agricultural sector performance in Nigeria. *Journal of Business and Management,* 19(4), 4-17.

[18] Odalo, S. K., & Achoki, G. (2016). Liquidity and Financial Performance in Agricultural Firms listed in the Nairobi Securities Exchange in Kenya. *International Journal of Business and Social Science,* 7(7), 57-65

[19] Ogbechie, C. & Koufopoulos, D. N. (2007). Corporate governance practices in publicly Quoted companies in Nigeria. *International Journal of Business Governance andEthics,* 3(4), 350-381

[20] Olusanmi O., Uwuigbe U., & Uwuigbe O. R. (2015). The effect of risk management on Bank's financial performance in Nigeria. *Journal of Accounting and Auditing: Research and Practice 2015(*7). Doi: 10. 5171/2015239854

[21] Omabango, J. N., & Muchibi, W. M (2017). Influence of Strategic Management Practices on Performance of Agribusiness Firms in Kakamega County, Kenya. *International Journal of Management and Commerce Innovations,* 4(2), 27-33.

[22] Peters, G. T., & Bagshaw, K. B. (2014). Corporate governance mechanisms and financial Performance of listed firms in Nigeria: A content analysis. *Global Journal of Contemporary Research in Accounting, Auditing and Business Ethics, 1*(2).

[23] Qureshi, M. A (2007). System dynamics modelling of firm value, *Journal of Modelling in Management, 2* (1), 24-39.

[24] Rocks, S., Gilmore, A., & Carson, D. (2005). Developing Strategic Marketing Through the Use of Marketing Networks. *Journal of Strategic Marketing* 13(2), 81 – 92.

[25] Rust, R. T., Katherine N. L., & Zeithaml V. A. (2004). Return on Marketing: Using Customer Equity to Focus Marketing Strategy. *Journal of Marketing*, 68(1), 109-127.

[26] Sultan, F., & Rohm, A. (2004). The Evolving Role of the Internet in Marketing Strategy: An Exploratory Study. *Journal of Interactive Marketing,* 18(2), 6 – 19

[27] Trott, P. (2005), *Innovation Management and New Product Development*, England: Pearson Education Limited.

[28] Wanyonyi, R. N. (2016). Effect of Investment Diversification on Financial Performance of Agricultural Firms Listed at Nairobi Securities Exchange Kenya. *International Journal of Finance and Accounting* 3(2), 57-71

Appendix

1. Presentation of Questionnaire

Question 1	Areas	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Our marketing activities are intended to:	Attract new customers (TM)	63	12	0	0	15
	Retain existing customers (DM)	90	0	0	0	0
	Develop cooperative relationships with our customers. (IM)	33	9	36	12	0
	Coordinate activities between ourselves, customers and other parties in our wider marketing system. (NM)	0	12	54	21	3

Question 2	Areas	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Our marketing planning is focused on issues Related to:	Our product/service offering. (TM)	57	18	0	15	0
	Customers in our market(s). (DM)	90	0	0	0	0
	Specific customers in our market(s) (IM)	39	9	24	12	6
	The network of relationship between individuals and organisation in our wider marketing system(NM)	6	9	18	48	9

Question 3	Areas	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
When dealing with our market(s), our focus is on:	Generating a profit or other 'financial', measure(s) of performance(TM)	66	0	0	18	6
	Acquiring customer information(DM)	42	18	12	9	9
	Building a long-term relationship with a specific customer(s)(IM)	48	21	3	15	3
	Forming strong relationships with a number of organisation in our market(s) or wider marketing system. (NM)	30	12	18	12	18

Question 4	Areas	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
When a customer buys our products/ services we believe they expect:	No future personalised contact with us (TM)	39	15	6	21	9
	Some future personalised contact with us (DM)	21	0	15	61	3
	One-to-one personal contact with us (IM)	18	27	15	15	15
	Ongoing one-to-one personal contact with people in our organisation and our wider marketing system (NM)	9	15	33	21	12

Question 5	Areas	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Our marketing resources (i. e. people, time and money) are invested in:	Product, promotion, price, and distribution activities (or some combination of these)(TM)	90	0	0	0	0
	Technology to improve communication with our customers (DM)	63	12	0	12	3
	Establishing and building personal relationships with individual customers (IM)	39	18	15	9	9
	Developing our organization's network relationships within our market(s) or wider marketing system(NM)	15	12	27	21	15

2. Summary of questionnaire returned

		Q1	Q2	Q3	Q4	Q5	AVERAGE
TM	Strongly Agree	63	57	66	39	90	63
	Agree	12	18	0	15	0	9
	Undecided	0	0	0	6	0	0
	Disagree	0	15	18	21	0	12
	Strongly Disagree	15	0	6	9	0	6
DM	Strongly Agree	90	90	42	21	63	60
	Agree	0	0	18	0	12	6
	Undecided	0	0	12	15	0	6
	Disagree	0	0	9	61	12	15
	Strongly Disagree	0	0	9	3	3	3
IM	Strongly Agree	33	39	48	18	39	36
	Agree	9	9	21	27	18	18
	Undecided	36	24	3	15	15	18
	Disagree	12	12	15	15	9	12
	Strongly Disagree	0	6	3	15	9	6
NM	Strongly Agree	0	6	30	9	15	12
	Agree	12	9	12	15	12	12
	Undecided	54	18	18	33	27	30
	Disagree	21	48	12	21	21	24
	Strongly Disagree	3	9	18	12	15	12

3. Sales Performance Table

Above 80%	80%-61%	60%-41%	40%-21%	20% and below
33	24	9	9	15

4. List of Agricultural firms studied

S/N	NAMES OF AGRIC MARKETING FIRMS	LOCATION
1	FISHERIES MAESTRO	AGULUZIGBO
2	AWANJA BIRD POULTRY & CAT FISH	AWKA
3	DAN AGRO INDUSTRIES	AWKA
4	NEW AGE FISH FARM	OKPUNO
5	IKENWA & SONS INDUSTRIES LTD	ONITSHA
6	MATMEKUS INDUSTRIES LTD	NKPOR
7	KINGHUMUSPLIS	OBOSI
8	AQUA BUSINESS	ANAOCHA
9	DE ROCK FARM	ODEKPE
10	DHILL VENTURES	ONITSHA
11	DIVINE CONCEPT FISH FARM	OBA
12	NIA AGRO INVESTMENT NIG. LTD	IHIALA
13	KRYST CORPORATION	ONITSHA
14	WEVCO FARMS LTD	AWKA
15	MEKS FARMS NIG. LTD	AGULERI
16	EKWUNIFE EMEKA SNAIL FARM	AWKA
17	IZUCHUKWU ENTERPRISE LTD	UMUNZE
18	HOLYBOY NWEJE VENTURES	AWKA
19	HALLMARK ENTERPRISE	MGBAKWU
20	EMMACO AGRO CHEMICAL	AWKA
21	DE PARACH AGRO VENTURES	AWKA
22	MENIKS FARMS LTD	AGUATA
23	MEDOSKY NIG. LTD.	UGA
24	CHUKSAGRO BUSINESS VENTURE	NNEWI
25	BENTRACO GROUP	OBOSI
26	O. C NONI NIG. LTD	AWADA
27	STANDARD BASE ALLIED PRODUCT LTD	ONITSHA
28	GOD IS KING INDUSTRIES LTD	ONITSHA
29	ISABEL INVESTMENT LTD	ONITSHA
30	DUMIK FARMS	OZUBULU