



## RURAL AND URBAN MARKETING IN NIGERIA ENVIRONMENT

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**Abstract:** Nigeria is vast country with a population of over 200million. It is certain that a country like Nigeria will have distinct range of marketers and consumers. This study examined the Comparative Analysis of Rural and Urban Marketing Strategy in Nigeria Economy. The study employed the use of descriptive statistics while hypothesis was tested using The Pearson product moment correlation coefficient. A total number of two hundred (200) copies of questionnaire were administered to two rural market villages and two urban market namely; Ihiala and Nkwere representing rural markets, Onitsha and Nnewi representing urban markets in Anambra State. One hundred and fifty (150) were used for analysis. After cleaning and sorting the copies of the accepted questionnaire they were fed into the statistical package for social science (SPSS). The questionnaire was structured in line with the research objectives, questions and hypothesis of the study. The findings indicate that there is a significant difference between rural and urban marketing which is attributed to many external factors existing between marketing environment socio-cultural environment. The differences can be appreciably and reasonably closed up if public policy makers take the rural and urban marketing interactions and linkage into account to provide a comprehensive and sustainable approach to improving the welfare of the people.

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**Keywords:** Rural Marketing, Urban Marketing, Integrative Functions.

### INTRODUCTION

#### Background of the study

Majority of the global population has been left behind by the economic miracle of the 20<sup>th</sup> century and this implies better understanding how the marketing model can be adapted and applied to raising the consumption capacity and quality of life of the world's four billion consumers' (Achrol & Kotler, 2016)

Nigeria is vast country with a population of over 200million. Nigeria economic development momentum was said to be growing due to its interest in linkages between rural and urban economic activities (Tiriwari, Shahbaz and Islam, 2018). It is certain that a country like Nigeria will have distinct range of marketers and consumers. Generally urban marketers are known to have distinct characteristics compared with rural marketers and consumers. It is necessary to compare the distinct

behaviours of both rural and in order to market various goods and services in the country.

In the past, rural and urban areas have been viewed and described as two separate entities, with the underlining assumption of a limited interrelationship. Rural marketing in Nigeria is often perceived as agricultural marketing and not essentially a market for the developed world. Since very little attention has been paid in the planning era towards the development of rural marketing, more emphasis is laid more on the urban markets even at the expense of it development. In fact, marketing is a dynamic state of affairs and is part and parcel of the whole economy.

#### Statement of Problem

Rural and Urban marketing in Nigeria is still evolving and it poses numerous challenges such as improving lifestyle, increasing literacy level, increase income,



improving infrastructure, government support via various schemes etc. though the gap between rural and urban marketing in Nigeria is decreasing, still there is considerable difference between them in terms of geographic, demographic and psychographic aspects. Hence it requires a different marketing strategy for these regions.

### **Objective of the study**

The broad objective of the study is to comparatively analyses rural and urban marketing strategies in the Nigeria economy. However, the objectives include;

However, the objectives include;

- To discuss difference in rural and urban marketing in Nigeria environment
- To ascertain the level of relationship between quality/ distribution of goods and services in rural & urban market.
- Determine the leading price markets between rural & urban in terms of food and household items
- To make recommendations to help formulate policies which enhance the positive role of rural and urban marketing

### **RESEARCH QUESTIONS**

The following research questions will be addressed in this Study;

- Is there a significant difference between rural and urban market?
- Whether urban has infrastructural facilities than rural markets
- Whether there is significant low prices effect of food crops and household items between rural & urban market.

### **Literature Review**

Literature review is an important part of a research study as it involves many activities which include identifying, reading, evaluating, describing, summarizing, discussing, citing, and synthesizing various documents with an

intention of incorporating them in the study under investigation.

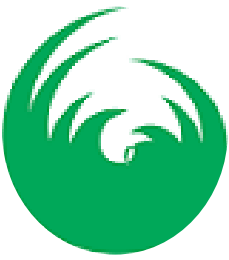
This section deals with Conceptual clarification, Theoretical framework and Literatures on the subject matter. The conceptual framework guides the study and summarizes the dependent and independent variables. The theoretical framework enhances overall framework of the research and deals with the theory that this study anchored on while literature reports on the previous research done by different authors on related topic, how the research was conducted, their observations, findings and their recommendation.

### **Conceptual Clarification**

#### **The Concept of Market**

A market has been variously defined and these definitions have had a great bearing on the efforts made to assess the role of markets in socio-economic and regional development. Oni and Adepoju (2019) define a market as: The meeting together of people for the purchase and sale of provisions or livestock, publicly exposed at a fixed time and place. It may also be an open or covered building in which cattle and provisions are exposed for sale. A market may also be defined as a locally well-known place where people converge on a regularly scheduled basis for the purpose of buying and selling goods and services (Kooros and Badeaux, 2019).

A market can also be defined in a legal context as a public time and appointed place of buying and selling (Von Braun, 2017). Yet, Tocoli, (2017) defines a market as a public gathering of buyers and sellers at an appointed place and at regular intervals for the purpose of doing business under specified conditions. Akinyolu (2018) looks at a market in more general terms as any accessible place where a community can obtain commodities and services and also sell their output. Reimer (2019) adds that in defining a market, there is no size criterion, as long as there is at least one potential buyer and one potential seller. This last definition embraces local periodic



markets, daily markets, local Co-operatives, clusters of shops and gazette trading centers.

All these scholars agree on the major functions of a market i.e. buying and selling of provisions. They also point out that markets are located at known, fixed and accessible sites (Battisti, Deakins and Perry, 2019).

### **Urban marketing**

Marketing 'in its modern form, is a product of the industrial revolution and consequent urbanization of populations' (Wooliscroft & Ganglmair-Wooliscroft, 2018) and such marketing tends to be 'highly competitive, sophisticated, and often focused and targeted at middle- and high-income consumers' (Krishnamacharyulu & Ramakrishnan, 2011). In fact, marketing focuses mainly 'on fulfilling the demand for products and services in cities where consumers are concentrated, relatively easy to reach, have access to various forms of media, have the purchasing power' (Bhanot, 2017; Mathuret al., 2019) and thus 'tend to draw most of the attention' (Hammad, 1990).

Developing economies, though diverse in nature in many countries, share three common characteristics: rapidly expanding urban centres, increasing urban populations and urban poverty (FAO, 2008). Indeed, as countries develop, the rate of urbanization usually increases and rural areas need to feed growing urban populations over larger distances (FAO, 1997), this implying the growing and increasing 'decoupling of food production places and practices' (Kasper *et al.*, 2017). Urban markets offer large opportunities for rural products (MOE, 2020) and hence marketing to urban centres and within urban centres, by implication requires marketing to be planned and implemented for and/or in urban areas (MOE, 2020). In fact, marketing food to towns and cities, for example will provide for 'combining different modes of food provisioning' (Wiskereke, 2015). Such diversity is derived from the fact that some towns and cities are mainly, though not exclusively, 'fed by intra-urban, peri-

urban and nearby rural farms and food processors, while other towns and cities are largely dependent, though not entirely, on food produced and processed in other countries or continents' (Wiskereke, 2015). This implies that urban agri-food marketing 'is not only shaped by the dynamics characteristic for that particular region around the city i.e., the city and its urban fringe and rural hinterland, but also, and sometimes even predominantly, by dynamics at a distance' (Wiskereke, 2015). Urban agri-food marketing systems are 'composed of rapidly evolving and overlapping traditional, modern and informal subsystems' (World Bank & FAO, 2018) and 'are complex combinations of activities, functions and relations (production, handling, storage, transport, processing, packaging, wholesaling, retailing, etc.) that enable cities to meet their food requirements' (FAO, 2008). These activities are provided by a multitude of formal and informal organizations and institutions, for example informal street sellers, formal retailers, public institutions and so forth, and such operators, usually, but not always, operate in both formal and informal

### **Rural marketing**

It is not only urban conglomerations and markets that have 'provided for economic development, but rural markets have also 'played a significant role in the growth of emerging economies' (Modi, 2012). Rural markets, though, do vary considerably from urban markets (Kripanithi & Ramachander, 2018; Bhanot, 2017) and this was also well recognized historically, for example, in the USA as per Lund's (1956) recognition that 'the rural market is different and diverges from urban markets, and, for example, sales programs geared to urban markets evidently have not developed the rural market as rapidly or to the same degree'. A rural market is a 'set of consumers who are located in a rural area and who exhibit behaviour that is different from the behaviour of consumers in urban areas' (Velayudhan, 2007). Thus, such a behavioural variation, suggests behaviour over



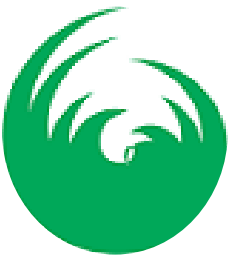
geographical location and that ‘mentality, and not locality, is the identifier for rural markets’ (Velayudhan, 2007), and further the ‘geographically spread-out nature of markets also requires different approaches to these markets’ (Velayudhan, 2007), this implying a differing typology of marketing in rural areas and markets. In fact, rural markets commonly provide for a high degree of heterogeneity (Singh & Pandey, 2005) as the ‘rural space, markets and consumers are a lot more heterogeneous than their urban counterparts’ (Modi, 2012). A rural consumer, generally, is a ‘traditionalists in outlook, rooted in the land, resists change’ (Krishnamacharyulu & Ramakrishnan, 2011), is ‘very conscious of value for money, does not always look for cheap products, wants good quality, cannot afford a high price’ (Mahapatra, 2001), but has ‘high aspirations’ (Halder, 2015). In fact, the ‘popular belief that cheap products will always do well in the village is not necessarily true’ (Mahapatra, 2001).

Indeed rural areas and markets commonly, but not always, provide for ‘uneven development; irregular demand; dependence on agriculture; fragmented markets; heterogeneity in lifestyles; lack of social mobility; low and non-regular income streams; lack of steady consumption; diversity of occupations; low literacy levels; limited accessibility; limited awareness and acceptance of products and services; differences in the macro and micro-environment of consumers; as well as the creative use of products’ (Kashyap, 2016; Modi, 2012; Krishnamacharyulu & Ramakrishnan, 2011; Velayudhan, 2007). Consequently, in rural marketing, the word rural not only connotes an environment (Rao & Tagat, 1985), but also and importantly ‘variation in consumer behaviour and income levels’ (Velayudhan, 2007) as provided previously. Hence rural and urban marketing, seemingly, have separate disciplinary areas based not only on geographical location (Velayudhan, 2007).

Krishnamacharyulu & Ramakrishnan (2011) provide that rural marketing is an ‘entrepreneurial process of developing rural people by partnering with development agencies and a business function that involves assessing, stimulating and satisfying demand for products and services through innovative approaches with a concern for customer satisfaction and corporate profitability’. Further Singh & Pandey (2005) provide that rural marketing is ‘the process of developing, pricing, promoting, distributing rural specific goods and services leading to exchanges between urban and rural markets which satisfies consumer demand and also achieves organisational objectives. Thus, the focus of rural marketing is not just marketing in the rural and urban interface, i.e. rural to urban marketing, but also rural to rural marketing, as well as urban to rural marketing (Jha, 2012; Ramksihen, 2009). Marketing of agricultural products from rural to urban areas and marketing of manufactured goods and services in rural areas.

This makes rural marketing a three-way marketing process in ‘which goods from rural markets are marketed in urban areas and goods and services from urban markets are marketed in rural areas and also includes the flow of goods and services within rural areas.

Rural marketing provides for various orientations, which are not only commercial, but are also quasi-commercial, developmental and holistic (Jha, 2012). This point is furthered also by Vaswani *et al.*, (2005) in terms of rural marketing being not only focused on economic exchange, but also noneconomic exchange as well as focusing on rural producer empowerment and being partnership focused. Jha (2012) provides that the rural marketing activity has a ‘net developmental positive impact on rural people’. Rao & Tagat (1985) see rural marketing as ‘an instrument to deliver a standard of living rather than a process of exchanging goods and services to satisfy human needs and wants. Modi (2009) in this regard, considers rural marketing having a development



component to it, defined in terms of its 'net developmental impact on rural people and not merely as a flow of goods'. Thus, there is a focus on 'producer empowerment within the marketing context of rural areas and in rural urban linkages, in other words, providing a bigger share of consumer spending on rural producers' products' (Vaswaniet *al.*, 2005). Hence, rural marketing can be seen as holding 'the promise of delivering better standards of living to rural people' (Modi, 2009) and 'quality of life to the rural environment, taking into consideration the prevailing rural milieu' (Rao & Tagat, 1985).

### **Urban and Rural Marketing**

Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives.

In the views of Katsiolouides and Hadjidakis (2018), it is a two-way marketing process wherein the transactions can be:

- Urban to Rural: It involves the selling of products and services by urban marketers in rural areas. These include: Pesticides, FMCG Products, Consumer durables, etc.
- Rural to Urban: Here, a rural producer (involved in agriculture) sells his produce in urban market. This may not be direct. There generally are middlemen, agencies, government co-operatives, etc. who sell fruits, vegetables, grains, pulses and others.
- Rural to rural: These include selling of agricultural tools, cattle, carts and others to another village in its proximity.

### **Challenges of Urban and Rural Markets**

There are several roadblocks that make it difficult to progress in the rural market. Marketers encounter a number of problems like dealing with physical

distribution, logistics, proper and effective deployment of sales force and effective marketing communication when they enter rural markets. The major problems according to Korsgaard, Muller and Tanvig (2018), are listed below:

- 1) Standard of living: The number of people below the poverty line is more in rural markets. Thus, the market is also underdeveloped and marketing strategies have to be different from those used in urban marketing.
- 2) Low literacy levels: The low literacy levels in rural areas leads to a problem of communication. Print media has less utility compared to the other media of communication.
- 3) Low per capita income: Agriculture is the main source of income and hence spending capacity depends upon the agriculture produce. Demand may not be stable or regular.
- 4) Transportation and warehousing: Transportation is one of the biggest challenges in rural markets. As far as road transportation is concerned, about 50% of Indian villages are connected by roads. However, the rest of the rural markets do not even have a proper road linkage which makes physical distribution a tough task. Many villages are located in hilly terrains that make it difficult to connect them through roads. Most marketers use tractors or bullock carts in rural areas to distribute their products. Warehousing is another major problem in rural areas, as there is hardly any organized agency to look after the storage issue. The services rendered by central warehousing corporation and state warehousing corporations are limited only to urban and suburban areas.
- 5) Ineffective distribution channels: The distribution chain is not very well organized and requires a large number of intermediaries, which in turn increases the cost and creates administrative problems. Due to lack of proper infrastructure, manufacturers are reluctant to open outlets in these areas. They are mainly dependent on dealers, who are not easily available for rural areas. This is a challenge to the marketers.



### **Theoretical Framework**

#### **Endogenous Growth Theory**

The Theory of Endogenous Development depends on a regions constitution which a socio-economic and cultural system is defining the success of local economy via the elements of entrepreneurial skills, local factors of production (labour and capital) and contact management of local actors, which increasingly contribute to economic development.

These conditions are important, in terms of rural-urban marketing interaction that would require local resources mobilization towards achieving new economic growth in Nigeria.

#### **Empirical Review**

Anil Kumar and Jelsey Joseph (2012) studied working women consumer attitude behavior towards durables in kochi by studying 260 rural respondents with response rate of 50.12% and 260 urban respondents with response rate of 71.65% and found that there is substantial difference between rural and urban markets.

Offoret *tal.*,(2020) conducted a research on comparative analysis of plantain marketing efficiencies between rural and urban markets of two local government areas of Abia State, Nigeria. A two stage sampling technique was used to select plantain marketers for the study. Stage one involved the purposive selection of two major plantain markets due to the activities of plantain marketing in the markets. The second stage involved the random selection of forty plantain marketers from each of the two markets to give a total of eighty plantain marketers for the study. Data collected were analyzed using descriptive statistics such as mean, frequency and percentages, marketing efficiency formular was also used. Other models such as regression model and Z test were employed to realize the objectives. The result showed that plantain marketers were in their active age with a mean age of 38 and 35 for Ndioru and Urie-Ugba markets respectively. The marketers in both markets were educated, had relatively

small household sizes of 5 and 4 persons for Ndioru and Orié - Ugba respectively. The marketers also had marketing experience of 13 and 10 years for Ndioru and Orié -Ugba respectively. The marketing efficiency values were 32.11 and 31.18 for Ndioru and Orié- Ugba respectively, although they represent inefficient market situations. The coefficient of education, quantity sold and selling price positively influenced marketing efficiency in Ndioru market while variables such as marketing experience, selling price and household size positively influenced marketing efficiency in Orié -Ugba market. The study shows that there was a significant difference between the marketing efficiencies of Ndioru and that of Orié-Ugba markets. The study therefore recommends that variables that positively influence marketing efficiency be improved upon.

#### **Research Methodology**

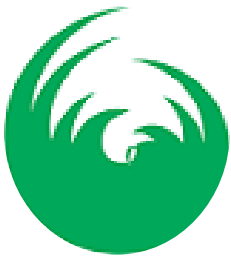
Research methodology is defined as the systematic process or procedure designed for generating, collecting, and analyzing the data required for solving a specified problem. This chapter discusses the ways and means through which the study was carried out. It also presents the research Area of Study, Source of Data, Sampling Technique. Method of Data Collection, Method of Data Analysis, Other areas covered are; Reliability of Instrument Validity of Instrument and Limitations of the Study was adopted for the study.

#### **Area of Study**

The area of study is Anambra State which includes two rural market villages and two urban market namely; Ihiala and Nkwere representing rural markets, Onitsha and Nnewi representing urban markets.

#### **Sources of Data**

The researcher employed the use of both the primary and secondary sources of data. Primary sources of data are firsthand information. The data is generated by the researcher for the purpose of the study, primary data collected for this study are questionnaires given to the



enterprises under study to elicit responses. While that of the secondary data are facts that the researcher collected from already existing sources. The secondary sources from which data were generated are newspapers, textbooks, magazines, journals, published research work, memo-graphs.

**Sampling Techniques**

The simple random sampling technique is employed, giving each member of the population an equal chance. A sample size of 200 persons was selected at random, using Bourley (1998) proportional allocation formula, it was distributed as follows: two rural village markets; Ihiala (50) and Nkwere (50) and two urban markets; Onitsha (50) Nnewi (50). A total of 150 questionnaires with responses was used for data analysis.

A pre-test was conducted and outcome yield “r” = 0.92 indicating a high degree of consistency and reliability. The instrument was 8- term survey questionnaire with a - 5 Likert scale response options of Strongly Agreed (SA), Agreed (A), Undecided (UN) Decided (D), and Strongly Decided (SD). The questionnaire was structured in line with the research objectives, questions and hypothesis of the study. The Pearson product moment correlation coefficient was used to confirm formulated hypotheses.

**Method of Data Collection**

The data for the main study was collected by the use of Questionnaires. The questionnaire titled “Comparative Analysis of Rural and Urban Marketing Strategies in the Nigeria Economy” and a cover letter explaining the purpose of the survey were personally administered to the respondents. The respondents were allowed a three weeks period to fill out the questionnaires. After two weeks the researcher sent a reminder to all the respondents. The questionnaires were collected after three weeks.

**Method of Data Analysis**

The questionnaire was structured in line with the research objectives, questions and hypothesis of the study. The responses obtained from the questionnaires were

presented in tabular forms. The Pearson product moment correlation coefficient was used to confirm formulated hypotheses which show the magnitude of the discrepancy between the variables, expectation and observation. The test was carried out at 0.5% level of significance using SPSS statistical tool.

Pearson correlation is represented as follows:

$$R = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2]} \sqrt{[N\sum Y^2 - (\sum Y)^2]}}$$

**Data Analysis**

The results of the analysis based on the hypotheses tested are as shown below:

**Table 1:** Distribution and return of questionnaires

S/N	Option	No. of questionnaires
1.	Total Distributed	200
2.	Total Not Returned	50
<b>Total Analyzed</b>		<b>150</b>

Source: Field survey, (2022).

**Table 2:** Gender Distribution of Respondents

S/N	Option	FQ	%
1.	Male	81	54
2.	Female	69	46
<b>Total Analyzed</b>		<b>150</b>	<b>100</b>

Source: Field survey, (2022).

It could be said that male and female members of the society are represented in the marketing activities in the area. However, the distribution shows that the male are dominant group among marketers, accounting for 54% of the sampled marketers while that of the female account for 46%



**Table 3:** Education of Respondents

S/N	Option	FQ	%
1.	Informal	40	26.7
2.	Primary	60	40
3.	Secondary	30	20
4.	Tertiary	20	13.3
<b>Total Analyzed</b>		<b>150</b>	<b>100</b>

**Source:** Field survey, (2022).

The table shows that about 27% of the participants in the studied market have no formal education, while about 73% of them have some form of formal education. This implies that awareness is the key aspect in marketing which is highly dependent on educational level.

The literacy rate in urban region is more than rural but at the same time there has been improvement in literacy rate in rural area.

**Table 4:** Respondents opinion on whether Agricultural crops in rural areas has significant effect on low price than the urban markets.

Option	FQ	%
<b>SA</b>	65	43
<b>A</b>	40	27
<b>UN</b>	18	12
<b>D</b>	15	10
<b>SD</b>	12	8
<b>Total</b>	<b>150</b>	<b>100</b>

**Source:** Researcher’s Survey, (2022). Key: Strongly Agree (SA), Agree (A), Undecided (UN) Decided (D), and Strongly Decided (SD)

The table above indicates that 65% respondents representing 43% strongly agrees that Agricultural crop produce has significant effect on low price in rural markets than urban markets, 23% agreed, 12% undecided,

10% disagreed while 8% strongly disagreed with the claim. Reason being that agricultural crops which take up large hectares of land and is the main component of the viability of rural areas and its activities contributing significantly to the rural economy and wellbeing of rural dwellers.

While that of the urban market experience rise in prices of food crops and household items as a result of cost involved in product awareness (product exhibition advertisement e.g. Social Medias, TV. advertisement) which brings about competitions that may have significant influence on increased prices of products in urban markets compared to rural markets.

**Table 5:** Response on whether urban markets have more Infrastructural facilities for availability of goods than rural markets.

Option	FQ	%
<b>SA</b>	75	50
<b>A</b>	35	23
<b>UN</b>	18	12
<b>D</b>	12	8
<b>SD</b>	10	7
<b>Total</b>	<b>150</b>	<b>100</b>

**Source:** Field survey, (2022)

The table above shows 50% respondents strongly agreed that urban markets are more infrastructural facilitated than rural marketers in making goods available. 23% agreed, 12% undecided, 8% disagreed and 7% strongly disagreed.

Reason being that urban have effective infrastructures telecommunication system and appropriate warehousing facilities to ensure availability of goods than rural marketers.



**Table 6:** Response on whether there is significant difference between Rural & Urban marketing in Nigeria Economy?

Option	Points	Response (y)	xy	x <sup>2</sup>	y <sup>2</sup>
VR	5	70	350	25	4,900
V	4	55	220	16	3,025
NE	3	10	30	9	100
I	2	8	16	4	64
VI	1	7	7	1	49
<b>Total</b>	<b>15</b>	<b>150</b>	<b>623</b>	<b>55</b>	<b>8,138</b>

**Source:** Researcher’s computation (2022). Key: Strongly Agree (SA), Agree (A), Undecided (UN) Decided (D), and Strongly Decided (SD)

**Table 5:** Summary of Hypotheses

H/N	QS	Cal.”r”	LS (x)	Inference	Correlation	Decision
1. B	0.91	0.5	r > x	High positive		Reject Null Hypothesis

**Source:** Research computation, (2022). Keys: HN=Hypotheses Number; QS=Questionnaire section; LS= Level of significance

**Hypothesis 1**

H<sub>0</sub>; there is no significant difference between rural & urban marketing

H<sub>1</sub>; there is significant difference between rural & urban marketing

Here, using table 4 to answer to test hypothesis. We apply the formula stated above;

$$R = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2]} \sqrt{[N \sum Y^2 - (\sum Y)^2]}}$$

$$= \frac{5(623) - (15 \times 150)}{\sqrt{[(5 \times 55) - (15)^2]} \sqrt{[(5 \times 8,138) - (150)^2]}}$$

$$= \frac{3,115 - 2,250}{\sqrt{(275 - 225)(40,90 - 22,500)}}$$

$$= \frac{865}{954}$$

$$= 0.91(91\%)$$

In hypothesis1, the r calculated of 0.91 > 0.5 level of significance. The alternate hypothesis is accepted. This shows that there is significant difference between urban

and rural marketing in Nigeria economy. This is attributed to many contributing factors existing between socio-economic and cultural environment.



### **Findings**

- It was found that food crops and household items in the rural has low pricing than the urban market which is expensive as a result of cost involved in product awareness (product exhibition advertisement e.g. Social Medias, TV. advertisement) which brings about competitions that may have significant influence on increased prices of products in urban markets compared to rural markets.
- Urban have effective infrastructures, telecommunication system and appropriate warehousing facilities to ensure availability of goods than rural market.
- Based on the test hypothesis, alternate hypothesis was accepted showing that there is significant difference between rural and urban market.

### **Conclusion**

Rural and urban areas within a county are two economic subsystems: 'urban economies tend to be smaller, more developed and absorb most of the material, financial, and educated and talented manpower, while rural economies comparatively are very large, but are traditional and underdeveloped, characterized by widespread poverty, unemployment and low productivity, which forms the majority of the population resources. The study noted that there is a significant difference between rural and urban marketing which is attributed to many external factors existing between marketing environment socio-cultural environment. The differences can be appreciably and reasonably closed up if public policy makers take the rural and urban marketing interactions and linkage into account to provide a comprehensive and sustainable approach to improving the welfare of the people. A care should be taken by policy makers while designing marketing strategies for this region.

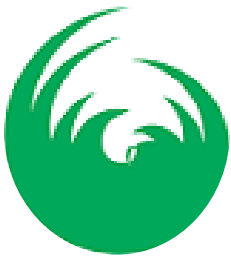
### **Recommendations**

The government should come up with the following measures in order to support and boost the rural and urban economy in Nigeria;

- Government should encourage private investors to invest in market development by putting in place adequate logistics and administrative guidelines.
- Since farming remains the primary occupation of most rural people, programmes to enhance production should continue to command priority attention. Programmes should continue to be directed at improving the technology for farming and providing an enabling environment to sustain high agricultural production

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