ANATOMY OF MARKETING IN OJA'BA AND OJE TRADITIONAL MARKETS, IBADAN, NIGERIA

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ABSTRACT
The study examined the availability, physical environment, mode of transportation, demand and supply, and buying and selling of products in Oja'ba and Oje traditional markets, Ibadan, Nigeria. Systematic and accidental sampling methods were used to sample 167 traders and 30 buyers from 3,347 traders and uncountable buyers in the markets. Concept of marketing and theory of consumer behaviour were used as an anchor for the study. Using descriptive and correlation coefficient, the findings of the study revealed that: there is 99% correlation between consumers level of patronage and market product, availability and affordability of market products influenced the increasing level of consumers' patronage, increase in the prices of market product are not significant as long as consumers' need satisfaction is a guarantee, demand for market products in the festive, peak and off-peak periods suggests an increase in the supply of the products, on-street trading dominates the markets, negotiation is being used as an instrument of resolution in price conflict between buyers and sellers. Upgrading to organized markets is being proposed in addressing the identified challenges of on-street trading, inadequate parking space, inadequate shop and store in the markets.

Key Words: Anatomy; Market items; Oja'ba; Oje and Traditional markets

1. INTRODUCTION

As per Filani (1994), urban destitution and expanding interest for market products are related to fast urbanization. These difficulties have come about to infringement and change of a portion of the residential land use into commercial use in significant urban communities of Nigeria. Market products are basic in human life and it is essential for the sustenance of individuals and economic improvement. Market products are secure and practical when all individuals have satisfactory access to adequate and safe market products to meet their immediate and unquenchable needs. Marketing framework contains various stages which include: production, processing, distribution, consumption, waste disposal, recycling and composting. These different phases of marketing framework are mind-boggling and interconnected which constantly influence the conduct of the customers.

Market plays a vital role in the socio-economic development of people, strengthens the economic base of towns and sustains the tax base of the Local Government Authority (Balogun, 2012). As indicated by Vagale (1973), market isn't just an economic institution but also serves as a social entity. It manufactures interface between individuals of different ethnic groups, racial backgrounds and social attributes. It fills in as meeting place for socio-cultural, religious and political activities. Market provides a physical setting for interaction between urban and rural cultures. It serves as a chain of commodity distribution from the producers to the consumers. About 30 to 40 per cent of the number of inhabitants in Yoruba towns and urban communities take part in trade and commerce (Filani, 1994). Aside from the business done in shops and stores in the city, the majority of the trading activities happening in both modern and traditional markets of towns and cities. Market as a business institution has given a large measure of economic opportunity and social security to women, who form the greater part of the populace as traders (Adelemo, 1979). Against this background, the study examines the consumers level of patronage on market products in Oja'ba and Oje traditional markets, Ibadan, with the end goal of improving the marketing environment.

2.   CONCEPTUAL/THEORETICAL FRAMEWORK AND RELATED LITERATURE

Concept of marketing and theory of consumer behaviour were used as an anchor for this study while relevant literature was reviewed. The concept and theory are fitting to this study in examining the nexus between consumers level of patronage and market products in Oja'ba and Oje traditional markets. The modern origin of marketing as a normative management discipline emerged in 1950 after the Second World War when the service economy of the US employed more than 50 per cent of the population. In 1960 there aroused the need for marketing process based on satisfying consumers' needs rather than selling a product, introduced by Peter Ferdinan Drucker in the mid-'50s. More than satisfying consumers' needs Adelemo (1979) opined that marketing areas are essential purposes of financial life and that conventional promoting framework in Nigeria speaks to an explanation of spatial linkages which had been dismissed in the post-autonomy improvement, for example, the structure of transport courses to interface settlements. Adelemo (1979) contended further that despite the absence of acknowledgement given to the advancement of marketing focus in the post-freedom period, showcasing jogs despite everything endeavour to perform integrative capacities by giving the connection between the production and consumption focusing on the economies within which they are found. Besides, not all the marketing communities are in urban focuses, yet, they go about as places for the dispersion of information to the encompassing regions and cities.

According to the American Marketing Association (2013), marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user. Kotler and Armstrong (1996) in their contribution to the definition of marketing said that marketing is the business function that identifies customers' needs and wants, determines which target markets the organization can serve best, and designs appropriate products services and programmes to serve these markets. The marketing concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition (NetMBA, 2010). Subhanjali (2013) shares similar ideas with "NetMBA" on marketing concept by saying that the marketing concept holds the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.

Aragrande (1997) utilized the structure-conduct-performance approach in evaluating market efficiency. The primary components for examining the functions of the market are the fundamental conditions (the physical, legal, social and economic environment in which the market works) and factors of structure, conduct and performance. Aragrande (1997) further communicated that market structure comprises of the hierarchical highlights that impact the nature of competition and price formation within the market (number and trading volume of economic agents, credit, restrictions and so forth). Market conduct comprises of models of behaviour utilized by sellers in adjusting to the market (price determination, trading strategies, exclusion or participation strategies and so forth). Goossens (1994) and Lutz (1994) upheld the structure-conduct-performance approach by saying that performance is the economic result of structure and conduct. On account of Goossen, Minten and Tollens (1994), it alludes to showcase market efficiency concerning employment, economic prosperity, food availability, level of supply prices and the way and degree to which advantages are dispersed all through the general public.

The marketing concept has been criticized by various authors among these is the fact that marketing concept is not a philosophy of customer satisfaction. It is a philosophy of competition. In the absence of competition, the marketing concept is designed to maximize monopoly profits which is one of the indicators of market inefficiency. Aragrande (1997) opined that market system is efficient to the degree that there is perfect competition, free access, information available to all actors at zero expense and agent respond to price variation in an economically rational manner. Aragrande (1997) further communicated that under such conditions every commodity (mean of production, products and services) is traded at a value that reflects its financial worth. Also, the marketing concept sidesteps the basic conflict between buyer and seller in terms of price. For

example, the buyer wants lower prices while the sellers want higher prices, there arises the bargaining problem that marketing concept does not proffer solution. Be that as it may, on account of Arangrande (1997) utilizing the traditional economic approach to deal with clarifying Food Supply Distribution System (FSDS) as a group of coordinated markets where supply and demand equilibrate at all levels in resolving bargaining problem between sellers and buyers. In this model, price is the determinant factor by which economic agents learn about the relative scarcity of products or services, which then influences their behaviour. Price is likewise the methods by which various markets are coordinated with each other (from production to consumption), after some time (processing and storage) and over space (transport). Be that as it may, understanding consumers' behaviour in response to price is basic in an efficient market, all the more along these lines, making competitiveness, diversity of consumer preferences and proliferation of brands has made customer's behaviour to turn out to be critical for marketing decision, subsequently, the requirement for the theory of consumer behaviour.

The origin of consumer behaviour can be followed back to about sixty years prior when it developed as a free field of research within marketing. Customer behaviour is an unobtrusive wonder that cannot be anticipated and now and then hard to clarify, one reason the study of consumer behaviour has developed as strength of developing worry to showcasing researchers. As indicated by Nair (2004), it is accepted that consumers make their purchases based on a modest number of particularly picked snippets of information, the decision procedure encourages the market sectors to decide the target consumers and also the consumer need-satisfying products. Moreover, the ultimate target and primary force of all market sectors (traditional or modern) is the consumer. Invariably, Oja'ba and Oje traditional markets' sustainability is unequivocally relying upon the exchange between the targeted products made available by sellers and consumers' need satisfaction.

Assael (1992) talked about the concept of consumer behaviour with the assistance of a simple model. First and the chief rule to begin the model is the consumer decision-making process. Assael (1992) further communicated that the consumer decision on buying a brand, through assessing the product information with the other accessible alternatives in the market. It thinks of the decision-making process, three elements impact the equivalent, which is: individual consumer, environmental influences and application of consumer behaviour to marketing strategies. Along these lines, the purchase of the product is affected by consumers' needs, disposition towards alternatives, characteristics of the product/services, way of life, personality and some more. Other than these, individual factors, such as social class, culture, sub-culture likewise assume a viable role. These variables are adding to the impact that Oja'ba and Oje traditional markets are having on the buyers/consumers, all the more thus, chances of the accessible indigenous items/products that are basic to fundamental human needs in the market settings helped in targeting the specific customer with the appropriate goods and services.

3.   THE STUDY AREAS

Oja'ba market is located within the jurisdiction of Ibadan South West Local Government Area of Oyo State Nigeria (See figure 1). Oja'ba was founded in 1830 by Iba-Oluyole and Olupoyi who were great warriors in Ibadan. The market started by selling melon (*Egusi*) brought by sellers from Oyo-Ile and displayed at the residential entrance of Olupoyi for sale. Gradually other food items like yam flour (*Elubo*), tomatoes, pepper etc were added and led to the expansion of the market. The market attracted sellers who were farmers from the suburb of Ibadan like Omi-Adio, Olodo, Egbedo, Ihori, Igangan etc who bring food items to the market for buying and selling. Different people from Ilesha, Abeokuta, Ijebu etc come and buy food items to their regions.

The market has a season for commodities. For example, from June to December the market experiences a peak season for buying and selling of food items. But from January to May the market depends on some other markets like Shasa, Oje for the selling and buying of some marketing items while some commodities such as textile, building materials etc. are for buying

and selling all through the year. Oja'ba market is daily both night and day, the distribution pattern of the market is on-street trading and the nature of growth is organic.

Oje market is located within the jurisdiction of Ibadan North East Local Government Area of Oyo State, Nigeria (See figure 3.1). Oje was founded in 1860 by Dele Solu, Jubilikenke, Ajeja and Ojo Ibadan who were great warriors in Ibadan. The market emerged as a result of a tree planted called "*Igi-Etun*" which became big and latter providing shade for people to relax. A woman was selling bean's cake (*Akara*) under the tree which provided food for people who were relaxing under the big tree. Gradually this spot became a central place of buying and selling with some other activities. This spot today is called Ayunre-Oje. The market is well known for the selling and buying of weaving materials (Aso-Ofi) and it attracts people from different regions like Ilorin, Iseyin, Saki, Okeho etc for the transaction of weaving materials. The market is compartmentalized as Oje-Olofi *(weaving cloth)*, Oje-Eleso (*fruits*), Oje-Alata (*pepper, tomato* e.t.c.). Oje-Olofi holds every seventeenth day (i.e. at sixteen days interval) while Oje-Alata, Oje-Eleso and other foodstuff items take place daily. Based on the information gathered by the researcher, the nature of Oje market is both periodic and daily. Distribution pattern of Oje market is on-street trading, and the nature of growth is organic.
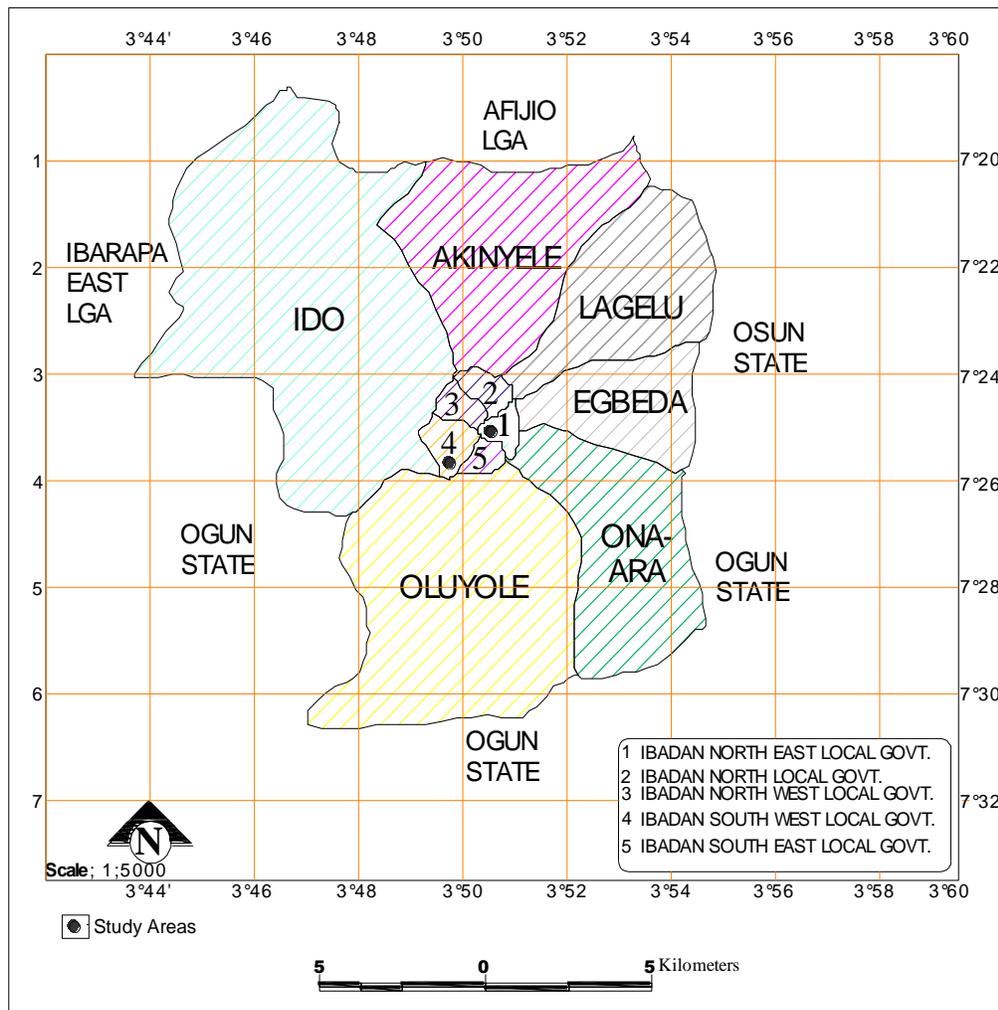

Figure 1: Study Areas in the Context of Local Governments Areas
Source: Ministry of Land and Housing, Ibadan (2017)

4.   METHODOLOGY

This section consists of methodological approaches and procedural steps used in carrying out the study. These methods include research design, data gathering, data processing, analysis and presentation while the procedures include: sampling frame, sampling size, sampling technique. The research adopted a cross-sectional survey research design. These methods and procedures helped in achieving the aim of the study. The target population for this study comprised male and female adults who are traders and buyers in the markets.

Ibadan metropolis is made up of eleven (11) Local Government Areas. For this study, two (2) local government areas where traditional markets are highly predominant were randomly selected. The two LGAs thus selected were Ibadan South-West and Ibadan North East. Fourteen traditional markets were identified in the two selected LGAs, five in Ibadan North East and Nine in Ibadan South West. One traditional market that is located at the core of Ibadan city was randomly selected from each L.G.As. Oja'ba was selected from Ibadan South West while Oje was selected from Ibadan North East. (See table 1).

Table 1: Traditional Markets in each of the Selected LGAs of Ibadan

S/N	Local Government Areas	Traditional Market Identified
1	Ibadan North East	Academy, Agugu, Orita-Aperin, Ode-aje-alalubosa and Oje.
2	Ibadan South West	Agbeni, Alafara-olubadan, Ayeye, Beere, Challenge, Ifeleye, Ogunpa, Oja'ba and Orita merin.

Source: Field Survey (2017)

The total number of traders in the study areas at the period of carrying out this research was 3,347 (see table 2). Systematic sampling method was employed in selecting sampled trader while 5% sample ratio was chosen for the study. The sampling interval is 20 which imply the selection of one trader from every 20th trader along the markets' streets. Traders that are stationed at a particular place were highly engaged with buying and selling activities, however, the researcher was able to module through in the administration of the required questionnaires for traders. Despite the constraint in getting the attention of the traders for an interview, a total of 167 traders were sampled, comprising 78 in Oja'ba and 89 in Oje markets. Random sampling method was used in selecting sampled traders from the cluster of traders. Male or female adult above 18 years was interviewed with the aid of the set of pre-tested questionnaire.

Table 2: Systematic Sampling Procedure for Oja'ba and Oje markets

S/N	Study Areas	Number of Traders	5% sample
1	Oja'ba market	1,567	78
2	Oje market	1,780	89
	Total	3,347	167

Source: Field Survey (2017)

Buyers in the markets are not stationed at a particular place which was a major constraint, nevertheless, efforts were made to sample buyers in the markets. Accidental sampling method was used to sample the buyers for the administration of questionnaires. Oja'ba and Oje markets were sectioned into four and six major streets respectively; three buyers were randomly selected

from each of the streets in the markets for sampling. A total of 30 buyers were sampled, 12 at Oja'ba and 18 at Oje markets (See table 3).

Table 3: Accidental Sampling Procedure for Oja'ba and Oje Markets

S/N	Study Areas	Number of Major Streets	3 Buyers sample per street
1	Oja'ba market	4	12
2	Oje market	6	18
	Total	10	30

Source: Field Survey (2017)

A sampling ratio of 5% was taken across the selected traditional markets (Oja'ba and Oje) which negate the general principle of 10% sampling. If the 10% standard was received, the sample size would have been 334 traders. Da Vaus (1996) gives a manual for the degree of exactness of an accomplished number of reactions for tests drawn from enormous populace expecting the most extreme populace fluctuation of 50/50 at the 95% certainty level (See table 4). In this investigation, the degree of precision focused on was ± 8.0. From table 4, this necessitates the overview should get a minimum of 151 responses. Thinking about the extent of this work and the time frame required for its completion, the sample certainty interim of ±8.0 was utilized. Along these lines, the choice of 197 respondents right now well over the figure of 151 expected at certainty interim of ±8.0 and, therefore, considered very adequate.

Table 4: Number of questionnaire/ interviews required for a particular
certainty interim if fluctuation is 50/50

S/N	Certainty Interim	Achieved Sampled
1	±4.0	625
2	±4.5	494
3	±5.0	400
4	±5.5	330
6	±6.0	270
7	±6.5	230
8	±7.0	198
9	±7.5	172
10	±8.0	151

Source: De Vanu (1996)

5.   Findings and Discussion

The findings of the research revealed that virtually all the identified services rendered and commodities being sold in each of the markets have an association. The category of services and commodities identified in Oja'ba is also found in Oje except that there is variation in their quantity in each of the market (See table 5 and 6). The research reveals that there is no provision for selling of building materials in Oja'ba market. 40% of the unit sells food and beverages while 16% account for native herbs. This indicates that Oja'ba specializes in the selling of food items and native herbs (See table 5.1).

Table 5: Commercial Classification by Type of Commodities in Oja'ba

S/N	Type of Commodities	No. of Units	% of Total
1	Food and Beverages	625	39.9
2	Textiles and Apparels	120	7.7

3	Household Goods	74	4.7
4	Electrical Fittings	5	0.3
5	Building Materials	-	-
6	Tools and Equipment	3	0.2
7	Books and Stationery	9	0.6
8	Pharmaceuticals and Drugs	8	0.5
9	Native Herbs	243	15.5
10	Service Traders	26	1.7
11	Others	454	28.9
	Total	**1,567**	**100.0**

Source: Field Survey (2017)

It is also important to note that Oje does not have any unit specializes in the selling of building materials, tools and equipment. 54% of the unit sells textiles and apparels while 29% of the unit sells food and beverages. This reveals that Oje specializes in the selling of textiles and apparels, food and beverages (see table 6). It is identified that Oja'ba and Oje markets involve in the selling and buying of food items which confirmed the suitability of the study areas.

Table 6: Commercial Classification by Type of Commodities in Oje

S/N	Type of Commodities	No. of Units	% of Total
1	Food and Beverages	517	29.0
2	Textiles and Apparels	955	53.7
3	Household Goods	163	9.1
4	Electrical Fittings	3	0.1
5	Building Materials	-	-
6	Tools and Equipment	-	-
7	Books and Stationery	5	0.2
8	Pharmaceuticals and Drugs	2	0.1
9	Native Herbs	34	1.9
10	Service Traders	22	1.2
11	Others	84	4.7
	Total	**1,780**	**100.0**

Source: Field Survey (2017)

From the analysis, 107(64%) of the respondents said that the markets have experienced an expansion in sizes as against 59 (36%) of the respondents who said it has not. The research work revealed that in the last 15 years, the markets have experienced an increase in size as a result of an increase in the level of consumers' patronage. This suggests that the increase in the level of consumers' patronage increases the sizes of the markets spatially. This validated the assertion of Arogrande (1997) that market efficiency is based on the structure-conduct-performance i.e. the physical, legal, social and economic environment in which the market operates. It can be deduced that Oja'ba and Oje traditional markets are efficient as a result of the significant relationship between consumers' level of patronage and space expansion in the market items.

The inferential statistical method of a correlation coefficient is adopted to determine the relationship between consumers' level of patronage and market products in Oja'ba and Oje markets. From the result of the analysis carried out, the value of the correlation coefficient of consumers' level of patronage and market products is at 99% confidence interval is 0.650 and is

closer to the value one than zero indicating that there is a strong positive correlation between consumers' level of patronage and market products. The significant value of the correlation between consumers' level of patronage and market products is 0.000 and is less than 0.05 indicating there is a linear relationship between the two. This means that the more increase in consumers' level of patronage, the more increase in the supply of market products (See table 7).

Table 7 Consumers' Level of Patronage on Market Products in Oja'ba and Oje

Variable	N	Mean	STD	R	Significant value
Consumers' Level of Patronage	164	0.61925	2.5549	0.650	0.000
Market Products	166	0.73540	2.8494		

Correlation is significant at the level 0.01

The linear chart explains the significant value of $0.000 < 0.05$ of the correlation between the consumers' level of patronage and market products in Oja'ba and Oje market. As consumers' level of patronage increases, there is also a corresponding increase in the supply of market products in both Oja'ba and Oje markets. Invariably, Oja'ba and Oje markets satisfy consumer's needs which validate the assertion of Subhanjali (2013) that marketing concept holds the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors (See figure 2).

Figure 2: Consumers' Level of Patronage and Market Products in Oja'ba and Oje
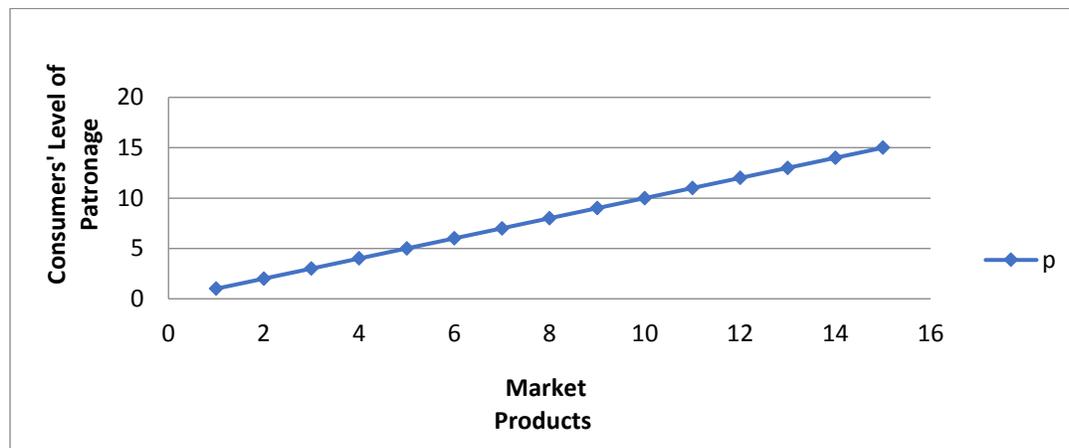
Source: Field Survey (2017)

The indicators that depict the trend of products in Oja'ba and Oje markets are critically analyzed and examined, these includes, mode of conveying market products; demand and supply of market products during festive period; variation in the price of market products on/off-market selling seasons and the rate of shop/store provision from the year 2000 to 2017. From the result of the analysis carried out, 63 (37.7%) of the sellers use car mostly to convey items to the markets,

46 (27.5%) use head carrier, 29 (17.4%) use truck, 19 (11.4%) use cart-wheel while 10 (6.0%) use trailer to convey market products in large proportions to the markets (see table 8). The highest mode of conveying products to Oja'ba and Oje markets is principally by car, and this is closely followed by head carrier and perhaps truck. Research findings revealed that head carrier and cart-wheel are being used daily within the markets to convey products from one place to the other while cars, trucks and trailers are being used daily to convey products to the markets from different regions. These products are mostly conveyed to the markets daily to meet the increasing level of consumers' need. Figure 8 also revealed that 20 trailers enter the markets daily, while 20 trucks carry products into the markets daily, and not less than 20 cars also carry products into the markets every day. Also, in the same development, 60 cart-wheels carry products to the markets daily and over 80 traders carry their items to the market using head carriers. Looking into the number of products being conveyed into the markets daily by different modes, it suggests that the markets are moving at the pace to meet the increasing level of consumers' patronage and needs satisfaction.

Table 8: Mode of Conveying Market Products in Oja'ba and Oje

		How many of the chosen conveying mode enter the market per day?					
		1-20 per day	21-40 per day	41-60 per day	61-80 per day	80 and above per day	Total
Mode of Conveying ?	Head Carrier	4	12	12	5	13	46
	Car Wheel	7	7	3	1	1	19
	Car	21	20	11	7	4	63
	Truck	23	3	2	1	0	29
	Trailer	10	0	0	0	0	10
Total		65	42	28	14	18	167

Source: Field Survey (2017)

147 (89%) of the respondents agreed that there is an increase in demand for market products during the festive period while 18 (11%) of the respondents objected. The analysis indicates that there is always an increase in the demand of products in Oja'ba and Oje markets during festive periods. As shown in the chart below, 116 (69.5%) of the respondents agreed to the fact that there is an increase in the supply of products to the markets during festive periods while 50 (30.1%) respondents objected. It can be deduced that there is an increase in the supply of products to the markets during festive periods. It is concluded that due to an increase in the demand for market products in Oja'ba and Oje markets and increase in market products being supply to the markets, this suggests that the increase in market products corresponded to the increase in the level of consumers' patronage.

The research revealed that the sellers and the buyers experienced an increase in the prices of market products in the market selling seasons and do not experience a decrease in the prices of market products in the off-market selling seasons. Table 9 reveals that 93 (55.7%) of the respondents agreed that they do experience increase in the prices of market product in the market selling season as against 73 (43.7%) of the respondents who objected. This means that at all market selling seasons, there is always an increase in the prices of market products. Also, 92 (55.1%) do not experience a decrease in the prices of market products in the off-market selling season as against 75 (44.9%) who agreed that they do experience decrease in the price of market products in the off-market selling season. The analysis shows that there is a trendy increase in the prices of market products in these markets, indicating that an increasing level of consumers' patronage influences the prices of market products. This invalidated the traditional economic approach of Aragrande (1997) in explaining Food Supply Distribution System (FSDS) that price is the determinant factor by which economic agents learn about the relative scarcity of products

or services, which then influences their behaviour. Aside price, other factors like consumer needs satisfaction has an influence on the interplay between the sellers and buyers in an efficient market.

Table 9: Variation in the Prices of Market Products in Oja'ba and Oje

S/N	Variable	Yes	No
1	Do you experience increase in the price of market products in the market selling season?	93(55.7%)	73(43.7%)
2	Do you experience decrease in the price of market products in the off market selling season?	75(44.9%)	92(55.1%)

Source: Field Survey (2017)

6.   Recommendations and Conclusion

Based on the research findings, appropriate recommendations were made to improving the quality of the marketing environment in Oja'ba and Oje markets, these include:

Availability and affordability of market products - various market products in retail and wholesale prices are available for household consumption at Oja'ba and Oje markets. Availability of food items in the markets suggests that there is an agricultural development in Nigeria which invariably reflects in the diet habits of the citizens. This affirmed the assertion of Mehmood and Bahzad (2018) that a country's' agricultural development is generally attributed to improvements in its food supply and the gradual elimination of dietary deficiencies, improving the overall nutritional status of the country's' population coupled with a change in preference in the production, processing, distribution and marketing of food. Affordability of market products influences the increasing level of consumers' patronage in the markets. Affordability of market products should be sustained by sellers in the markets in order to continue to experience an increasing level of consumers' patronage. This can be made possible by constituting Seller Affordability Association (SAA) that would see to price control and regulation for consumers' optimum satisfaction.

Consumers' need satisfaction- like the level of consumers' patronage increases, prices of market products also increase. Invariably, the increase in the prices of market products is not significant as long as the marketing concept is valid and consumers' need satisfaction is a guarantee. This validated the assertion of Adegbuyi (2016) that there is a strong relationship between the use of the marketing concept and consumers' need satisfaction. However, one of the factors that influence the increasing level of consumers' patronage in the markets is the consumers' need satisfaction.

Spatial expansion- the markets have experienced spatial expansion over the years, this is as a result of the increasing level of consumers' patronage which invariably increases the number of sellers. The sporadic spatial expansion is one of the factors responsible for scarcity and hike in the price of space allocation for displaying market products. On-street trading dominates the markets because lock-up shops and stores are not available while the price of the available shops and stores is not affordable. There is a need to build more shops and stores in the markets. This can be achieved by drawing partnership and bilateral agreement between Local government Authority and private bodies on Built Operate and Transfer (BOT) ownership of shops and stores to the interested sellers in the markets. It is hoped that this would reduce the challenge of on-street trading and ease buying and selling activities in the markets.

Conveyance of market products- as the level of consumers' patronage in the markets increases the level of different modes of conveying products to the markets increases. This creates bottle-neck in loading and off-loading activities, causes traffic to slow down and delay in satisfying the needs of both consumers' and sellers. There is the need for ideal parking lots and designated loading and off-loading bay in order to accommodate the occurrence of daily increase

in different modes that convey items to the markets and reduce the challenges of traffic slow down and delay.

Demand and supply of market products- demand for market products in the festive, peak and off-peak periods suggest an increase in the supply of products in the markets. Invariably, the increase in the level of consumers' patronage increases the number of market products in Oja'ba and Oje markets.

Prices of market products- prices of market products are not constant in the markets despite marketing competition. This negates the law of marketing which states that marketing competition forces down price. Therefore, there is a basic conflict between buyer and sellers in terms of prices of market products in both markets. However, negotiation is being used as an instrument of resolution in pricing conflict between buyers and sellers in the markets.

In conclusion, the market is fundamental to the socio-economic development of a city in the sense that it serves as the centre of social gathering, information exchange and dissemination, display of buying and selling skills otherwise known as a transaction, price determinant and meeting the basic need of man. Level of consumers' patronage in any market is very important in determining economic strength. Traditional markets like Oja'b and Oje in Ibadan, Nigeria are experiencing economic stability and prosperity because the demand for market products influence the supply, consumers' need satisfaction is guaranteed while availability and affordability of market products increase the level of consumers' patronage despite the fact that prices are not constant. However, on-street trading, inadequate parking space, mismanagement of waste disposal and inadequate shop and store characterized the markets. The physical environment of these traditional markets needs to be given adequate attention by policymakers, market stakeholders, planners and Non-Government Organizations in order to be upgraded to an organized market as it is being operated in the developed countries of the world.

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