

Effect of Information Communication Technology On Food Marketing And Poverty Alleviation Among Women In Rural Nigeria.



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Introduction

- The World Bank (2007) observed that one of the biggest obstacles to the growth of small and medium scale enterprises is the lack of credit, but also the lack of ICTs such as internet, Automated Teller Machine (ATM), mobile phone and point of sale networks.

Effects of ICT on food marketing

- Internet-no effect
- E-mails-no effect
- Cell phones -no effect
- Point of sales network -no effect
- ATM-no effect
- Radio- effective
- Television -effective

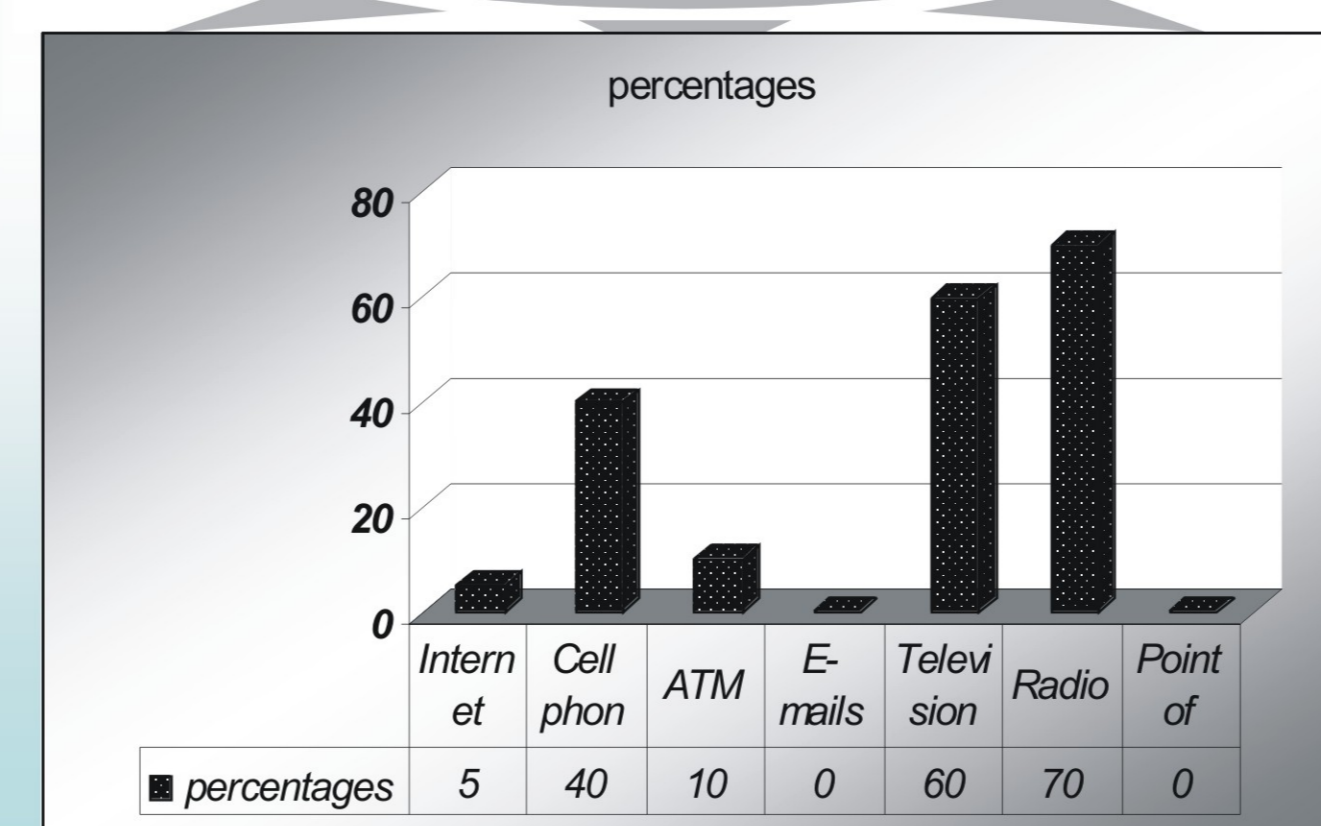
OBJECTIVES OF THE STUDY

- To analyze the effect of ICT on food crop marketing and poverty alleviation among the women folk
- Examine the socio- economic characteristics of the food marketer.
- Ascertains
 - the level of awareness,
 - accessibility and
 - utilization of ICT tools
 - effects on food marketing and poverty alleviation in rural Nigeria

TYPE OF MARKET

- Retailers - 70.67%
- wholesale and retail 12.33%
- Wholesaler- 17%

Awareness of ICT tools



CONCLUSION

- Women food marketers in rural Nigeria are young,
- cut across all religions
- have very low educational status
- mainly retailers
- Total Variable Cost range from N500.00- N24,000.00
- Main source of income- personal savings.
- Characterized by
 - low capital investment,
 - low level of sales and
 - low profit margins

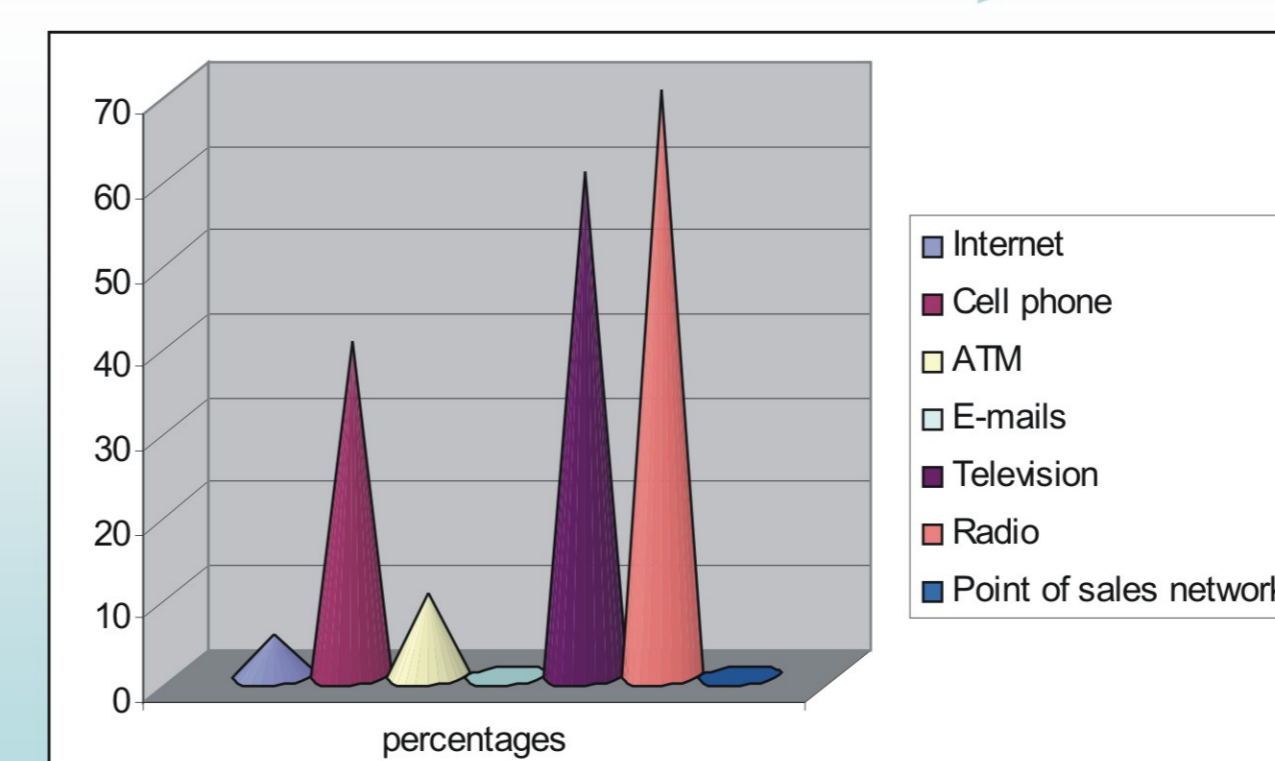
METHODOLOGY

- Study area- Ekiti, Ondo and Osun States of Nigeria.
- Duration- six months
- Data instrument -structured interview schedule
- Total sample size-300 respondents

Sources of fund for marketing

- Personal savings 75%
- Co-operative societies- 18.33%
- Friends 16.7%
- Banks 5.0%.

Accessibility to ICT tools

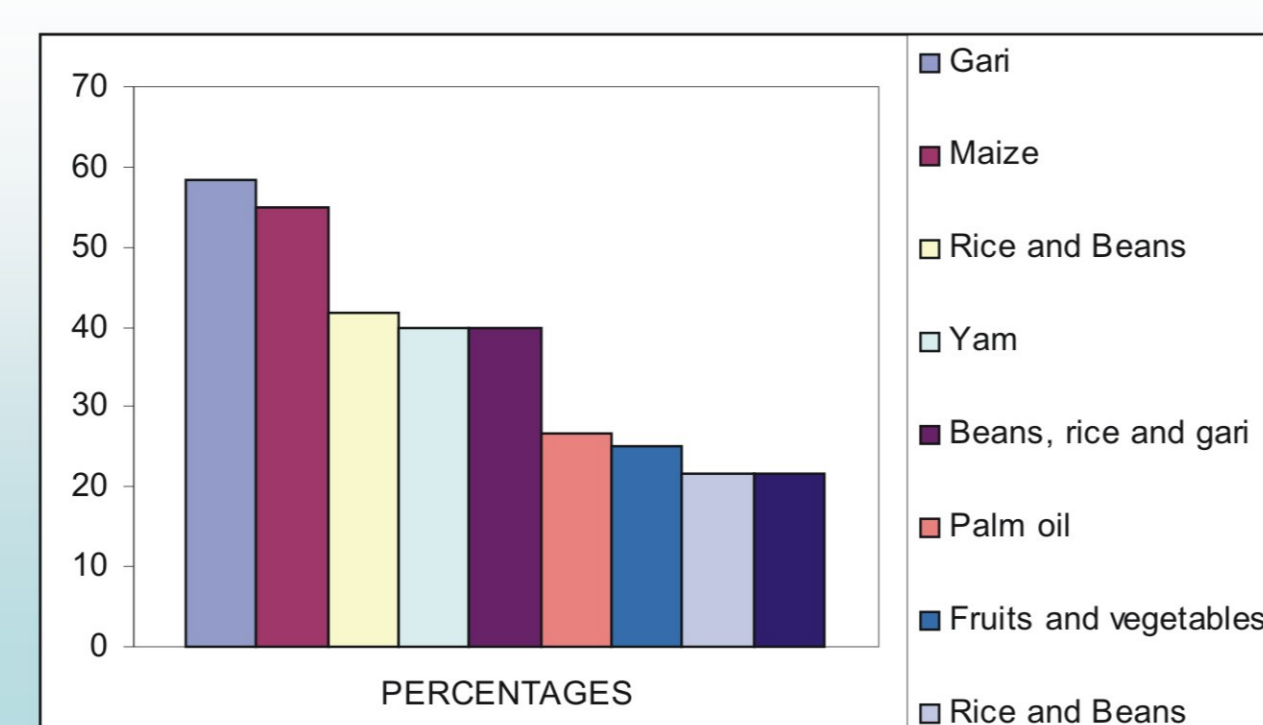


- Major ICT tools they were aware of and have access to. Radios, television and cell phones
- The method mainly utilized in booking and negotiating farm prices - visitation of farm/ farm market.
- They are not aware
 - Internet,
 - E-mails and
 - point of sales network
- Internet, E-mails, point of sales network has no effect on food crop marketing and poverty alleviation

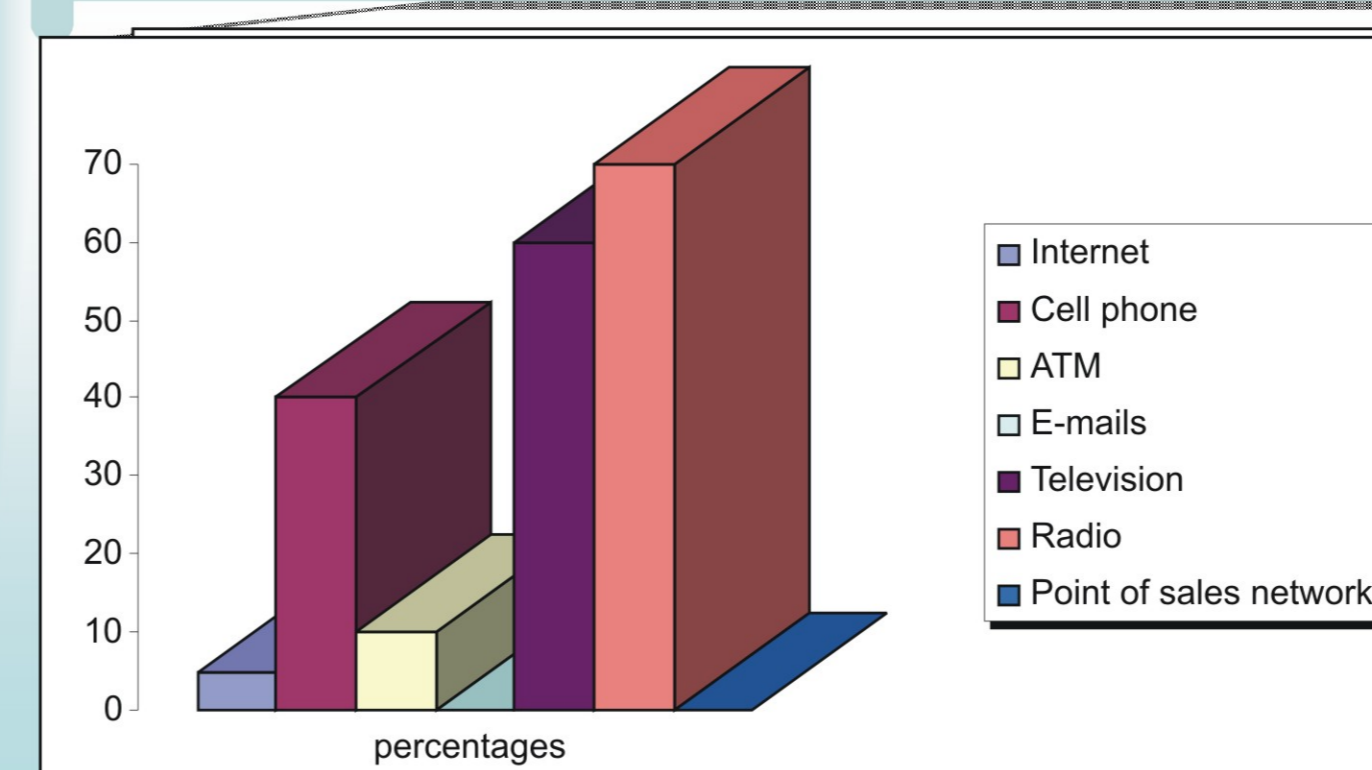
FINDINGS AND DISCUSSION

- Age of the respondent ranged from 18-54 with a mean of 38.20 years.
- Sixty two percent was married, 33 percent single while a few (5%) was widowed.
- The literacy level was very low
 - 21.67% not having formal education
 - majority (50%) did not go beyond the junior secondary school
 - Family sizes -large

Food crops marketed by respondents.



Methods of booking and negotiating (paying) farm prices



Recommendation

- Evolve intensive awareness/ training programmes on the use of ICTs for the rural women especially in marketing activities.
- Use Adult literacy program to improve literacy level of rural food crop marketers.
- Micro credit schemes that require a little or no collateral security to increase the purchasing power of rural food crop marketers