

Abstract

The study was carried out to analyze the effect of marketing functions adoption on sales of cultured fish by producer-marketers in Benue State, Nigeria. 300 respondents were selected and used for the study using the multi-stage sampling technique. Structured questionnaire were administered to collect primary data. 299 of the questionnaires that were issued returned valid. Data generated were analyzed using descriptive statistics and independent sample t-test. Results obtained shows that transportation is the mostly used of the marketing functions by cultured fish producer-marketers in the study area where it ranked first with 97.99% followed by physical payment of cash for goods and services in that order. The study also shows that cultured fish producer-marketers pay less attention to branding, handbills, invoicing. The study shows that users of key marketing functions record more sales compared to non-users; there is a difference of 361.31Kg of fish sales in favor of users of transportation, 768.89Kg for respondents who adopt the use of processing, users of sorting and grading record a difference in sales of 882.16Kg and 952.42K respectively over respondents who do not adopt the use of these functions. The study shows that adoption and use of relevant marketing functions by cultured fish producer-marketers boost sales and significantly improve cultured fish production and marketing business. It is recommended that government should deliberately come up with transportation policies and programs that will alleviate and promote business in the aquaculture sector especially cultured fish production and sales. There should be robust engagement between cultured fish producer-marketers and extension agents in order to create necessary awareness and enlightenment on the many benefits derivable from the adoption of relevant aspects of the marketing functions.