

Title Inter-market and seasonal pricing efficiency for banana marketing in Nigeria
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Abstract

The study investigated inter-market and seasonal pricing variation and efficiency in banana marketing in Nigeria against the backdrop of exploitative practices of middlemen. Secondary data on average monthly banana retail price in urban and rural markets between 1998 and 2005 were used for the study. Primary data on the average selling price of banana for 2006 were also used. The study described the seasonal pattern of banana, analyzed the inter-market variation in its prices and examined its seasonal price rise and price efficiency. The analytical tools used include descriptive statistics, price index number and regression analysis. The study revealed that the seasonal price rise exceeds storage cost but the difference is minimal. It was further found that with empirical analysis, there was price efficiency in banana marketing in Nigeria during the study period. The effect of kilometer separation between market-pairs on the price differences is significant. Thus if the transport cost reduces the inter-market variation will be reduced and movement of banana between markets will be facilitated.