

Assessment of Residents' Satisfaction with Mammy Markets in Military Cantonments in Lagos State, Nigeria

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Abstract

The study assessed the level of residents' satisfaction with mammy markets in military cantonments, Lagos state. Data was derived from both primary and secondary sources. A multi-stage technique was adopted for the study. There were eleven (11) camps in Ojo Cantonment and seven (7) in Ikeja. Out of these, six (6) camps from Ojo and four (4) camps from Ikeja cantonments were randomly selected. These were 7,854 housing units in the ten (10) selected camps. Systematic sampling method was used to select one out of every twenty-sixth housing unit in the selected camps. Thus, the sample size was 298 housing units (115 from Ojo and 178 from Ikeja) representing 3.7% of housing units in the study area. Information obtained included the socio-economic characteristics of residents and residents' satisfaction with the markets. Data collected were analyzed using descriptive and inferential statistics. The study showed that the Mammy Markets were more patronized by married residents (67.0% for Ojo and 50.6% for Ikeja) who were within the age brackets of 31-50 years (62.4%) in Ojo and 18-30 years (67.5%) in Ikeja. In addition, most (56.0% for Ojo cantonment and 67.5% for Ikeja cantonment) of them were junior non-commissioned officers. However, residents were fairly satisfied with the Mammy Markets (3.04 for Ojo and 2.17 for Ikeja). The study concluded that though the residents' were more satisfied with security and location of Mammy Markets in the cantonments, a lot still needs to be done by the army authorities to enhance the satisfaction of the residents and traders with the Mammy Markets.

Keywords: market, mammy market, residents' satisfaction, military cantonment

1. Introduction

Markets are man-made features established for the use of man and have been asserted to grow anywhere there are goods to sell and where buyers are available for such goods (Omole, 2002, 2009). They connote authorized public concourses of buyers and sellers of commodities meeting at places more or less strictly limited or defined at appointed times (Holder and Ukwu, 1969; Omole, 2002, 2009). Markets evolve as agriculture and its products distribution change. Their emergence and proliferation in developing countries around the world are widely recognized and have been known to be the chief ingredient in the social fabric of any given nation (Neilsen, 2005).

Over the years, markets centres have been identified to be fundamental to the economic, social, cultural, religious and political lives of people (Onyemeluke, 1974; Sada and McNulty 1978; Adalemo, 1979). Adalemo (1979) stated that the traditional market system in Nigeria represents an articulation of spatial linkages, which have been neglected in the post independence development. However, despite this neglect, markets still strive to perform integrative functions by providing the link between the production and consumption centres of the economies within which they are located.

Studies of residential satisfaction have usually examined residences as whole environments. They have focused on how satisfied residents are with their residential environments in general ((Jagun, Brown & Milburn, 1990; Carvalho, George & Anthony, 1997; Kaya and Erkip, 2001). Also, according to Amole (2009) agreed that residents satisfaction is similar across different spaces or levels of environment. However, some studies have examined how residential satisfaction varies at different levels of the environment (Parris & Kangari, 2005; Mccrea, Stimson & Western, 2005). Most of these studies have examined residential satisfaction at two or three levels, namely the housing unit and the neighbourhood, and the wider metropolitan region.

On the other hand, there exist different types of markets in Nigeria. These include evening, daily, weekly, monthly, day/night, institutional, special and the Mammy Markets. This study centres on Mammy Markets. Mammy Markets are not entirely different from other types of markets except that they are located within confined military environments. These environments are known to have special regulations, which are quite different from those of the civil society. The traders in Mammy Markets are non-military personnel. However, due to the nature of military environment, little or no literature exists on Mammy Markets in Nigeria. This may not be far-fetched from the fact that these markets are confined; and not open to the civil society.

Generally, in Nigeria, traditional markets have physical and environmental problems. In Olayiwola (1985), Vagale (1974) commented on various indications of environmental decay, such as extreme congestions, open drains, poor waste management, outdoor cooking, as well as lack of trees among others in Nigerian traditional markets. It was further observed that most of these traditional markets, including Mammy Markets have no public toilets, parking spaces, and water supply, among others. The absence of infrastructure continues to pose risk to the property and health of the local residents. All these anomalies exist despite the important roles

and significance of market places in the developmental process of towns in particular and the nation in general. This study therefore seeks to examine the level of satisfaction of the soldiers about the services rendered by Mammy Markets in Nigerian Army Cantonments in Lagos State, Nigeria.

2. Literature Review and Conceptual Framework

It has been established that market centres are fundamental to the economic, social, cultural, religious and political lives of people (Belshaw, 1965; Adalemo 1970; Browley 1971; Onyemeluke 1974; Sada et al 1978; Olorunfemi 1999). The Encyclopedia Britannica (2010) defines a market as a means by which the exchange of goods and services take place as a result of buyers and sellers being in close contact with one another, either directly or through mediating agents or institutions. Muli (2007) sees the market as an arrangement that allows buyers and sellers to exchange goods and services; regular meeting place for people to acquire and dispose of locally produced goods, imported goods and services. As a result, market serves as an institution for the exchange of goods and services and a place for actualizing economic desire (Callon, 2003). In addition, markets are man-made features established for the use of man (Filani et al 1976; Nwafor 1982; Omole 2002). The importance of market as a man-made feature in the development of towns and cities cannot be under estimated. Markets vary in sizes, geographical scales, locations, types and variety of human communities, as well as the types of goods and services sold therein (Wikipedia, 2011). On the basis of competition, market is classified into: perfectly competitive market structure and imperfectly competitive market structure. Therefore, markets can be categorized as either traditional or modern based on factors such as goods sold, services provided, location, period of operation, physical settings among others (Mabogunje 1968; Olayiwola 1985; Bammeke et al 2004, Copper 2008). In Nigeria, different kinds of markets can be identified, especially the traditional markets. These markets can be classified as daily, morning, day, evening, day and evening, periodic, specialized and so on.

The Mammy Markets is a local market in cantonments and barracks where goods and services are sold to soldiers. The primary purpose for Mammy Markets around various cantonments and barracks in Nigeria is to provide goods and services at reasonable and affordable prices to the soldiers. The basis for this is to keep the soldiers within the confines of the cantonments and barracks after their daily duties in order to call upon them whenever the need arises. Another purpose of the market is to try as much as possible to prevent service men (soldiers) from unnecessary interactions with the civil populace in order to avoid unnecessary and provocative interactions.

The Mammy Markets has several functions, apart from buying and selling of goods and services to soldiers. It acts as income generation centre for both the family members of the army personnel and the authority of the cantonment or barrack. Some family members also sell goods in the Mammy Markets. The marketers at the Mammy Markets pay little sums of money to the cantonment authority, known as "market levy (pass)". The authority uses the money to maintain market infrastructure and the environment. This "pass" can be paid either daily or monthly. Marketers that sell in open spaces and small shops pay daily "passes" while those with bigger businesses in stores pay monthly.

Traditionally, Commissioned Army Officers are not expected to patronize or be seen in the Mammy Markets unless on official duty. The reason for this cannot be far-fetched as it is to maintain stringent discipline between the officers and soldiers. An alternative place for officers to recreate is the Nigerian Army Officers Mess and Nigerian Army Post Exchange (NAPEX), which is a form of mini super-markets organized and managed by the army authority. Besides, the low cost of goods and services, the Mammy Markets also prevents army personnel from having unnecessary interaction with civil populace, which may have adverse effect in discharging their duty promptly. Since the nature of military tasks requires urgency and promptness, Mammy Markets enable the Command to call the personnel if the need arises for any urgent task, which may be difficult if they are to be outside the barracks. It is also an avenue to enhance the civil/military cooperation since the civil populations residing around the barrack/cantonment also patronize the Mammy Markets.

2.2 Concept of Satisfaction

Many scholars in various ways have defined the term satisfaction. But one of the most often quoted definitions of satisfaction is that offered by Hunt (1977), states that consumer satisfaction with a product refers to the favorability of a consumer's subjective evaluation of the various outcomes and experiences associated with commerce. Customer satisfaction is a key and valued outcome of good marketing practice. According to Drucker (1954), the principled purpose of a business and market is to create satisfied customers. Increasing customer satisfaction has been found to lead to higher future profitability (Anderson, Fornell, and Lehmann 1994); lower costs related to defective goods and services (Anderson, Fornell, and Rust 1997); increased buyers' willingness to pay price premiums, provide referrals, and use more of the product (Reichheld 1996; Anderson and Mittal 2000); and higher levels of customer retention and loyalty (Fornell 1992; Anderson and Sullivan 1993; Bolton 1998).

Satisfaction as a concept has become the prominent indicator used by numerous researchers and analyst

as an evaluative measure of private and public sectors' building performance; as an indicator of residential mobility and as an evaluation of occupants' perception of their residential environment, market, and improvements in new projects (Oliveira and heineck, 1999). Anttila et al (1999) added that the customer satisfaction indicator among other standards is a tool for company management to forecast future business trends and to improve company activities. Customer satisfaction information enables the company to develop its activities to increase the value-added for customers. Long before a consumer takes a final decision on the rentage or purchase, he builds some expectations on the performance of the desired market/housing, the benefits it will provide and the needs it should fulfil. The judgment of these begins immediately after occupation which in turn determines the level of satisfaction/dissatisfaction.

Market satisfaction is an evaluation criterion. The choice of shopping satisfaction as a criterion is governed by a number of considerations one of which stresses the point of view of the inhabitants themselves. This emphasis is based on the fact that many problems in the built environment are the result of neglecting the users' point of view.

3. Study Area

Lagos State is the smallest state in Nigeria, yet the second most populous after Kano with a population of 9,013,534 (NPC, 2006). It lies in south-western Nigeria, on the Atlantic coast in the Gulf of Guinea, west of the Niger River delta, located between Latitude 6° and 7° North of the Equator and Longitude 3° and 4° East of the Greenwich Meridian. It is arguably the most economically important state and houses the nation's largest urban area. Lagos is the major centre of commerce of the country.

Being the former capital of Nigeria, some military establishments were constructed in Lagos both colonial and post independent administrations. These include military barracks and cantonments. Among these barracks and cantonments are Abalti, Dodan, Ikeja\Ojo just to mention few. Each of these establishments has its own Mammy Markets.

The study areas (Nigerian Army Cantonments (NAC) – Ojo and Ikeja) are located in Lagos State, South-West of Nigeria. While Nigerian Army Cantonment, Ojo is located along Lagos-Badagry Express Way in Ojo Local Government Area, Nigerian Army Cantonment, Ikeja is located at Ikeja Local Government Area. Beside these Cantonments, there are eleven (11) military barracks in Lagos state. These include Abalti, Myhon, Odongunyan, Ashanti, Bonny Camp, and Dodan Barracks. Others are Ipaja, Arankan, Topo, Iberoko, and Signal (Mile 2) Barracks. Cantonment is larger than a Barrack. It contains more units. The cantonment's space can contain and accommodates personnel from many units. On the other hand, a barrack is smaller and accommodates personnel of a single unit.

In order to keep the indigenous soldiers close and readily available when they are needed, places like Mammy Markets were established to cater for their immediate needs and serve as relaxation place when they were less busy. Mammy Markets in Nigeria are the major places where soldiers can afford to buy goods on credit and relax after a day's work. Goods in Mammy Markets are relatively cheap as cantonment/barrack authorities constantly monitor prices. This is in order to prevent unnecessary inflation of prices of goods and services.

4. Methodology

Both primary and secondary source of data were utilized for this study. Primary data was collected through the administration of 2 sets of questionnaire. Secondary data was collected by referring to related published papers, textbooks, journals, monographs, newspapers and the internet. Layout plans of the market and cantonment were collected from the authorities of the Nigeria Army Cantonments (NAC) at Ojo and Ikeja.

The sampling frame for this study was 12,308 household heads (5,348 from Ojo and 6,960 from Ikeja cantonments). These household heads comprised military personnel (soldiers, non-commissioned and commissioned officers) in the cantonments. The cantonments comprised eighteen (18) quarters/camps (residences) of which eleven (11) are located at Ojo and the others seven (7) at Ikeja. Of these, six (6) from Ojo and four (4) from Ikeja were randomly selected respectively without replacement. Out of 12,308 housing units in the study area 7,854 housing units were selected as sampling frame as these were contained in the ten (10) selected camps.

In getting the sample size for the study, a multistage sampling technique was adopted for the study. The first stage was a purposive selection of ten (10) camps out of the eighteen (18) that are contained in the Nigerian Army Cantonments at Ojo and Ikeja. This represented 55.6% of the total number of residences in the two cantonments. The second stage was a systematic sampling of one out of every twenty-sixth housing units in the cantonments. This however amounted to 293 household heads selected for questionnaire administration, which is the sample size for the study. The 293 selected household heads constituted 3.7% of the sampling frame.

Descriptive and inferential statistics were used to analyse collected data. These included the simple frequency and percentage tables and cross tabulation. Also, the Likert Scale was used to rate trading activities on

a 5-point scale. The scale used the following responses: Highly Unsatisfied, Not Satisfied, Fairly Satisfied, Satisfied and Very Satisfied. Each response was coded accordingly: Highly Unsatisfied = 1, Not Satisfied = 2, Fairly Satisfied = 3, Satisfied = 4 and Very Satisfied = 5. Each coded response was multiplied by number of respondents, which gave the Weighted Value (WV). The Summation of the Weighted Values ($\sum WV$) was divided by number of respondents (n) to arrive at each component Mean Weighted Value (MWV). The Mean of Mean Weighted Value (MWV) was then obtained by dividing Summation of Mean Weighted Value ($\sum MWV$) by total number of market condition variables (y) surveyed in the study. This gave the overall satisfaction. Thus, $MWV = \sum WV/n$, where n = population of respondents. Overall satisfaction = Mean of MWV = $\sum MWV/y$, y = total number of variables.

5. Results

5.1 Respondents' Socio-economic Characteristics

Generally, the socio-economic characteristics of people are expected to affect their tastes and satisfaction. For NAC, Ojo, the respondents, according to rank status that were interviewed were 63 Junior NCO, and 45 Senior NCO. While the respondents for NAC, Ikeja were 124 Junior NCO, 19 Senior NCO, and 16 Subalterns. These are presented on Table 1.

It is evident from the Table that Junior NCO had the highest percentage (57.8% for NAC, Ojo; 77.5% for NAC, Ikeja), followed by Senior NCO (41.3% for NAC, Ojo; 11.9% for NAC, Ikeja). The commissioned officers were not represented in both cantonments. Also, the very senior officers were not represented. The same goes for the subaltern in NAC, Ojo. Implicit to this is that majority of the respondents that were interviewed were non-commissioned officers.

Table 1: Rank of respondents

Rank	NAC, Ojo		NAC, Ikeja	
	freq	%	Freq	%
Junior NCO	63	58.3	124	78.0
Senior NCO	45	41.7	19	12.0
Subaltern	-	-	16	10.0
Total	108	100.0	159	100.0

Source: Field Survey, 2012

5.1.1 Age, marital status and household size of respondents

From Table 2, on the age distribution of respondents, 30.3% and 67.5% of respondents were within the age bracket of 18 - 30 years in NACs, Ojo and Ikeja respectively, while 62.4% and 31.3% were within the age bracket of 31 - 50 years in NACs, Ojo and Ikeja. Respondents above 50 years accounted least (7.3% for NAC, Ojo; 1.3% for NAC, Ikeja). This is an indication that most of the respondents were still in their active age.

Table 2: Age distribution of respondents

Age Group	Rank						Grand Total	
	Junior NCO		Senior NCO		Subaltern		Freq	%
	Freq	%	Freq	%	Freq	%		

NAC, Ojo

18 – 30	28	25.7	4	3.7	-	-	32	30.3
31 – 50	33	30.3	35	32.1	-	-	68	62.4
Above 50	2	1.8	6	5.5	-	-	8	7.3
Total	63	57.8	45	41.3	-	-	108	100.0

NAC, Ikeja

18 – 30	94	58.8	2	1.3	12	7.5	108	67.5
31 – 50	30	18.8	15	9.4	4	2.5	49	31.3
Above 50	-	-	2	1.3	-	-	2	1.3
Total	124	77.6	19	12.0	16	10.0	160	100.0

Source: Authors' Field Survey, 2012

Table 3 reflects the marital status of respondents. It was revealed that there were more married respondents (67.0%) in NAC, Ojo than singles, separated, widows/widowers and the divorced. There was a slight variation to this in NAC, Ikeja as 50.9% of respondents were singles while 47.2% were married. These results may indicate that patronage of the Mammy Markets would be more as there were more married

respondents.

Table 3: Marital status of respondents

Marital status	Rank						Grand total	
	Junior NCO		Senior NCO		Subaltern		Freq	%
	Freq	%	Freq	%	Freq	%		
<u>NAC, Ojo</u>								
Single	21	19.3	6	5.5	-	-	27	25.0
Married	41	37.6	32	29.4	-	-	73	67.0
Separated	1	0.9	7	6.4	-	-	8	7.3
Widow(er)	-	-	-	-	-	-	-	-
Divorced	-	-	-	-	-	-	-	-
Total	63	57.8	45	41.3	-	-	108	100.0

NAC, Ikeja

Single	67	41.9	-	-	14	8.7	81	50.9
Married	54	33.7	19	11.9	2	1.3	75	47.2
Separated	3	1.9	-	-	-	-	3	1.9
Widow(er)	-	-	-	-	-	-	-	-
Divorced	-	-	-	-	-	-	-	-
Total	124	77.5	19	11.9	16	10.0	159	100.0

Source: Field survey, 2012

5.1.2 Income of respondents

Table 4 revealed that respondents in NAC, Ojo earned below ₦100,000 per month. The vast majority (90.0%) in NAC, Ikeja also earned likewise. It was established that the overall average monthly income of respondents in NAC, Ojo was ₦63, 033.03, while that for NAC, Ikeja was ₦73, 953.75. Irrespective of the low educational qualifications, these average incomes are presumed to be relatively low. This is taking into account high inflation rate that exist in Nigeria, and the fact that cost of maintaining a household and purchasing power of goods and services in the urban areas are relatively high.

Table 4: Income distribution of respondents

Income (₦)	Rank						Grand total		
	Junior NCO		Senior NCO		Subaltern		%	Freq	%
	Freq	%	Freq	%	Freq	%			
<u>NAC, Ojo</u>									
51,000 – 60,000	2	1.8	1	0.9	-	-	-	3	2.8
61,000 – 70,000	4	3.7	5	4.6	-	-	-	9	8.3
71,000 – 80,000	45	41.3	25	22.9	-	-	-	70	64.8
81,000 – 90,000	11	10.1	7	6.4	-	-	-	18	16.7
91,000 -100,000	1	0.9	7	6.4	-	-	-	8	7.4
Above 100,000	-	-	-	-	-	-	-	-	-
Total	63	57.8	45	41.2	-	-	-	108	100.0
<u>NAC, Ikeja</u>									
51,000 – 60,000	-	-	1	0.6	-	-	-	1	0.6
61,000 – 70,000	4	2.5	1	0.6	-	-	-	5	3.1
71,000 – 80,000	95	59.4	8	5.0	1	0.6	-	104	65.4
81,000 – 90,000	20	12.5	7	4.4	7	4.4	-	34	21.3
81,000 – 90,000	-	-	-	-	-	-	-	-	-
Above 100,000	5	3.1	2	1.3	8	5.0	-	15	9.4
Total	124	55.5	19	11.9	16	10.0	-	159	100.0

Source: Field Survey, 2012

5.2 Residents Satisfaction with Mammy Markets

Presented in Table 5 are respondents' levels of satisfaction with the Mammy Markets. For NAC, Ojo, it was revealed that residents were not satisfied with the design of the market (2.77). However, they were fairly satisfied with: the interior design of stalls/kiosk (3.05), overall appearance of the stalls (3.03), prices of goods and services (3.08), security of the market (3.17), market facilities (3.08) and market environment (3.08). Besides, they were also fairly satisfied with overall market situation (3.04). Meanwhile for NAC, Ikeja, residents were fairly satisfied with the design of the market (2.77). On the contrary to what operates in NAC Ojo, the soldiers were not satisfied with the interior design of the stalls/kiosk (2.04). They were also not satisfied with the overall appearance of market stalls (2.06); prices of goods and services (2.10); security of the market (2.10); market facilities (2.10) and the market environment (2.17). The residents were not satisfied with the overall market situation.

Table 5: Respondents' Satisfaction with Mammy Market in the Cantonments

S/N	Goods and services	Rating and Weighted Values					SWV	MWV
		1 HUS	2 NS	3 FS	4 AS	5 HS		
<u>NAC, Ojo</u>								
1.	Market design	19	22	40	21	7	302	2.77
2.	Interior design of stalls/kiosks	10	26	37	31	5	332	3.05
3.	Overall appearance of stalls	10	27	27	40	5	330	3.03
4.	Prices of goods & services	11	18	34	43	3	336	3.08
5.	Security	9	28	18	43	11	346	3.17
6.	Market facilities	9	32	12	53	3	336	3.08
7.	Market environment	12	21	30	38	8	336	3.08
	Total							21.26
Mean of \sumMWV = 21.26/7 = 3.04								
<u>NAC, Ikeja</u>								
1.	Market design	37	25	44	42	7	422	2.64
2.	Interior design of stalls/kiosks	10	26	37	31	5	322	2.01
3.	Overall appearance of stalls	10	27	27	40	5	330	2.06
4.	Prices of goods & services	11	18	34	43	3	336	2.10
5.	Security	9	28	18	43	11	346	2.16
6.	Market facilities	9	32	12	53	3	336	2.10
7.	Market environment	12	21	30	38	8	336	2.10
	Total							15.17
Mean of \sumMWV = 15.17/7 = 2.17								

Source: Author's Field Survey, 2012

Respondents complained that the conditions in which goods and services were displayed did not encourage them from patronizing the market. Some, however, saw it as a common thing due to the fact that the unwholesome culture of dirt has been predominant in most traditional markets. Thus, the Mammy Markets were displeasing to respondents and as such had a negative effect on patronage especially in NAC, Ikeja.

6.0 Conclusion and Recommendations

The study discovered that residents were not satisfied with the condition of the mammy markets even though the traders loved trading in the Mammy markets owing to the apparent sense of security of lives and properties. The popularity of the Mammy Market notwithstanding, residents opined that much still needed to be improved upon as far as the physical and environmental condition of the market is concerned.

The study recommended urgent rehabilitation of the market and provision of fund and incentives to the cantonment authorities. This would help in improving the quality of infrastructure and aesthetics of the Mammy Markets. These will also invariably improve the satisfaction of the residents with the market and the degree and quality of patronage of residents in the respective cantonments.

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