
**Role of Indigenous Languages in Market Administration of
selected Markets in Oluyole Local Government Area,
Ibadan, Oyo state**

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Abstract

Communication is sacrosanct to the success and sustainability of a society and its various components. This paper examined the role that indigenous languages play in the administration of traditional markets in southwest Nigeria with a focus on selected markets in Oluyole local government in Ibadan, Oyo state. The study is anchored on the Uses and Gratification media theory. The study adopted the descriptive survey research design using a questionnaire as its research instrument. Cluster sampling and convenience sampling were employed to select 312 respondents in five markets which are Oja Ibadan, Mosfala, Afowosopo, Ayegun, and Akorede markets in Oluyole Local Government. Findings from this study reveal that indigenous languages play a positive role in market administration as they are indispensable cultural legacies without which all forms of human interactions can be carried out. It was concluded that the usage of indigenous languages has a role to play in various aspects of market administration in Oluyole local government. This paper therefore recommends that market administrators, traders and other personnel operating in traditional markets should not relent in their employment of indigenous languages in the daily achievement of their various goals within the market.

Keywords: Communication, Indigenous, Languages, Markets, Administration

Word count: 190

Introduction

Indigenous languages are one of the elements of communication that are available in any society. Each society has its media system which is structured to suit the needs of the members of the society. People determine how the society is organized and administered. Africans have their own media systems through which they foster the organization of different parts and aspects of their society. To the rural people, the use of traditional communication to immensely popularize certain government policies whether economic, ideological, cultural, or educational is in tandem with their ways of life.

This is done particularly through dramatic performances (Oyesomi, Salawu, and Olorunyomi, 2017). The growth of a typical African society is made possible through the array of economic activities that take place within it or between it and other societies. The marketplace is a place of economic, social, and political transactions. The market has different meanings, referring to a lot of things and ideas. Ogaba, et al (2019) explain a market as an authorized public concourse of buyers and sellers of commodities meeting at a place more or less strictly limited or defined, at an appointed time.

Markets are specific sites where people assemble on appointed days, to exchange goods and services and to participate in a variety of social activities complementing routine business transactions. A market is an institution for the exchange of goods and services within a particular society. It is a meeting point for actualizing economic desires even though it can be used for other things apart from economic activities. Markets in Africa have however gone through a series of evolution due to interactions and exchanges that have taken place between representatives of European culture and African culture within the African continent over time.

In most towns, different types of general and specialized markets exist to cater to the basic and sophisticated needs of rural and urban people living in different areas within such towns. Gafari (1996) opines that the concept of market administration has to do with the distribution or allocation of stalls, the orderly arrangement of sellers, protection of property, maintenance of the established markets, sanitation of the market, and enforcement of bylaws and personnel matters. All these are criteria through which the effective administration can be measured and determined.

It is important to state that market administration involves the control and regulation of every group, association, and submarket that can be found in a physical market. The communication environment is sacrosanct to the survival and administration of any market. There are many elements in indigenous communication systems situated in Africa. This study examines indigenous languages vis-a-vis market administration. Indigenous languages are central to the identity of indigenous peoples, the preservation of their cultures, worldviews, and visions, and an expression of self-determination.

Researchers have studied indigenous communication and consumer markets in Nigeria independently, about rural development, cultural resurgence, agricultural development, marketing, national development, religious communication, educational communication, women participation, market typology, and economic development. None of these studies have, however, examined indigenous languages about the administration of consumer markets in Nigeria. Therefore, this research investigated the role that indigenous languages play in the administration of consumer markets in the Ibadan metropolis.

Theoretical Framework

Based on the nature of this study which centres on the role that indigenous languages play in the administration of selected markets in Oluyole local

government, Oyo state, Nigeria, appropriate and relevant theories must be used. Hence, the choice of the Uses and Gratification theory as the theoretical framework for this study. This theory was selected on the basis that the market is a group of people with similar objectives who must communicate with one another to achieve the purpose for which they are part of the market environment and also have a good relationship with each other. This theory originated from Herta Herzog in 1944. This theory is one that came out of the tested assumption that members of society use the mass media to satisfy their own needs. Asemah et al (2022) opine that people use the media to meet their various needs as individuals or as members of one association or business venture.

Although this theory was birthed out of mass media research, it is relevant to this study. This is because every environment has its media system which it uses to share information among its occupants or constituents daily to achieve its various goals and objectives. There is a familiarity and sense of belonging that comes with hearing information, instructions, and decisions in your language than in a foreign language. The usage of native language by market administrators to dialogue between themselves and those they administer creates a sort of bond and oneness in any market. The usage of indigenous languages can help deepen the kind of personal relationships and practices in the marketplace as well as shape the personal identities of market leaders, market operators, market traders, and customers who come to the market regularly.

Research Questions

- i. To what extent are consumer markets in the Ibadan metropolis administered by market leaders?
- ii. What is the extent to which indigenous languages are used as a medium of communication in consumer markets in the Ibadan metropolis?

- iii. What is the role of indigenous languages in the administration of consumer markets in the Ibadan metropolis?

Methodology

The research design adopted for this study is the descriptive survey research design. The rationale for the adoption of this design is that it helps to accurately describe the relationship between the administration of consumer markets and indigenous languages. Cluster sampling and convenience sampling techniques were used to select five markets that are located in different parts of Oluyole Local Government as the population of the study. These markets are Oja Ibadan, Mosfala, Afowosopo, Ayegun, and Akorede markets in the Oluyole Local Government area of Ibadan, Oyo state. The Taro Yamane (1967) statistical formula was used to determine the sample size for this study. The sample size for this study is 312. It was derived using the number of shop owners and non-shop owners (737) provided by the Directorate of Education, Social and Community Development in Oluyole Local Government area of Ibadan, Oyo state. Out of 312 copies of the questionnaire distributed to the five selected markets, 311 were retrieved and analyzed using Statistical Packages for Social Sciences (SPSS).

Results and Findings

This section presents the data gathered from 311 respondents who filled out the questionnaire across the five selected markets.

Table 1: Demographic Distribution of Respondents (N= 311)

Demographic Variable	Category	Frequency	Percentage
Gender	Male	133	42.8%
	Female	178	57.2%
Period of Stay	1-5 years	148	47.6%
	6-10 years	126	40.5%
	11-15 years	19	6.1%
	16-20 years	6	1.9%
	21 years and above	12	3.9%
Market Position	Shop owner	289	92.9%
	Non shop owner	22	7.1%
Membership of the Market Association	Yes	39	12.5%
	No	272	87.5%
Position in the Market	Yes	8	2.6%
	No	292	93.9%
	No response	11	3.5%

Source: Researcher Field Survey, 2023

Table 1 presents the demographic distribution of the respondents who are market traders in the selected population for this study. The responses show that 178 (57.2%) of the respondents were females while 133 (42.8%) of the respondents were males. This projects that more market women responded to the questionnaire than their male counterparts.

The table also reflects the period in which the respondents have operated in the selected markets. The data shows that 148 (47.6%) of the respondents have operated as market traders for not more than 5 years, 126 (40.5%) of the respondents have been in the five selected markets between five to ten years, 19 (6.1%) have been in the market between eleven to fifteen years, 6 (1.9%) have been operating in the market between sixteen to twenty years and 12 (3.9%) of the respondents have operated in the five selected markets for over 20 years.

Furthermore, table 1 shows that 289 (92.9%) of the respondents are shop owners while 22 (7.1%) do not own shops. 272 (87.5%) do not belong to market associations while 39 (12.5%) of the respondents belong to market associations. Only 8 (2.1%) of the 311 respondents occupy leadership positions in the five selected markets. This shows their level of participation in the administrative structure of the markets examined in the Oluyole local government area of Ibadan, Oyo state. In summary, it can be said that the demographic data presented shows that there is a dominance of the female gender over the male gender in the markets examined. There are more entrants into the marketplace. The higher the period of stay, the less the number of people that have operated in the market.

Research Question One: To what extent are consumer markets in the Ibadan metropolis administered by market leaders?

Table 2: Administration of Consumer Markets in Ibadan Metropolis

S/N	Items	P/VP	F	E/VG
1	Allocation of shops	2 (0.6%)	6 (1.9%)	303 (97.4%)
2	Protection of goods and wares (security)	226 (72.7%)	50 (16.1%)	35 (11.3%)
3	Maintenance of the market facilities	100 (32.3%)	122 (39.2%)	89 (28.6%)
4	Enforcement of bylaws	5 (1.6%)	97 (31.2%)	209 (67.2%)
5	Keeping records of traders	147 (47.3%)	55 (17.7%)	109 (35.0%)
6	Disposal of waste	288 (92.6%)	19 (6.1%)	4 (1.3%)
7	Regular communication with traders/members	2 (0.6%)	27 (8.7%)	282 (90.7%)
8	Convenience of the market environment	294 (94.5%)	7 (2.3%)	10 (3.2%)
9	Resolving misunderstandings among traders	0 (0.0%)	34 (10.9%)	277 (89.1%)
10	Resolving disputes among traders and their customers	0 (0.0%)	9 (2.9%)	302 (97.1%)
11	Provision of feedback channels	10 (3.2%)	175 (56.3%)	126 (40.5%)

Source: Researcher Field Survey, 2023

Key: P/VP = Poor/Very Poor, F = Fair, E/VG= Excellence/Very Good

Table 2 reveals that 303 (97.4%) of the respondents believe that administration of the consumer market regarding allocation of shops is done well by market leaders. The market leaders are rated as being poor in the area of security by 226 (72.7%) of the respondents. The respondents are of the average opinion that market facilities are well maintained by market leaders.

209 (67.2%) majority of the respondents think that by-laws made by the market leaders are enforced. The respondents are not clear on the record-keeping capacity of market authorities. 147 (47.3%) of the respondents believe the market authorities of the five markets keep records well while 109 (35%) of the respondents do not believe so. The majority 288 (92.6%) of the respondents rate the market leaders as poor in the area of waste disposal among the five markets. 282 (90.7%) of the respondents think that there is regular communication between market leaders and traders in the five markets. 294 (94.5%) being majority of the respondents think that market administrators make the market environment convenient to operate. 277 (89.1%) of the respondents are also of the opinion that market administrators have a good structure for resolving misunderstandings among traders in the five markets. 302 (97.1%) of the respondents say that market leaders in the five markets have good structures in place for resolving disputes among traders and their customers. The respondents also opine that there is the provision of feedback channels in the five markets.

In summary, the allocation of shops within the five markets is done properly. There is strict enforcement of bylaws put in place by market administrators. There is regular communication between the administrators and traders operating in the market. The market environment is convenient for all to operate. The administrators have a good structure in place to resolve conflict among traders and a good structure in place to resolve conflict between traders and their customers. There is the provision of feedback channels in place within the five markets.

The market facilities are averagely maintained. There is inadequate security for the protection of goods and wares. There is a fair attempt at record keeping of traders by market authorities. There is poor disposal of waste within the five markets. Based on this, it can thus be concluded that consumer markets in Oluyole local government situated in the Ibadan metropolis are well administered to a high extent.

Research Question Two: What is the extent to which indigenous languages are used as a medium of communication in consumer markets in the Ibadan metropolis?

Table 3: Usage of Indigenous Languages as Medium of Communication in Consumer Markets

S/N	Items	VO / O	NO	Never
1	Discussions with market leaders	310 (99.7%)	1 (0.3%)	0 (0.0%)
2	Communication with traders	311 (100%)	0 (0.0%)	0 (0.0%)
3	Business transactions with market customers	311 (100%)	0 (0.0%)	0 (0.0%)
4	Business discussion with other market persons	311 (100%)	0 (0.0%)	0 (0.0%)
5	Chatting with friends within the market	311 (100%)	0 (0.0%)	0 (0.0%)
6	Entertaining people visiting you within the market	310 (99.7%)	1 (0.3%)	0 (0.0%)
7	Sharing market instructions and information	311 (100%)	0 (0.0%)	0 (0.0%)
8	Resolving market dispute	307 (98.7%)	4 (1.3%)	0 (0.0%)
9	Learning new market skills	300 (96.5%)	6 (1.9%)	5 (1.6%)

Source: Researcher Field Survey, 2023

Key: VO/O = Very Often/Often, NO = Not Often, N= Never

Table 3 shows that the majority of 310 (99.7%) of the respondents believe that indigenous language is used to discuss with market leaders. The respondents completely believe indigenous language is used to communicate with their fellow traders, conduct business transactions with customers, and have business discussions with other market persons. Respondents also opine that they use indigenous language when

socializing with friends and attending to visitors within the market. The data presented in Table 3 affirms that indigenous language is used to share market instructions and information. The majority 307 (98.7%) of the respondents think that indigenous languages can be used to resolve market disputes and 300 (96.5%) of the respondents think that indigenous language is used to learn new market skills. From the finding, as presented, it can thus be deduced that indigenous languages are to a high extent used as a medium of communication in consumer markets in Oluyole local government situated in Ibadan metropolis.

Research Question Three: What is the role of indigenous languages in the administration of consumer markets in the Ibadan metropolis?

Table 4: Role of Indigenous Languages in the Administration of Consumer Markets

S/N	Items	A/SA	D/SD
1	Indigenous languages play a positive role in market administration	311 (100%)	0 (0.0%)
2	Indigenous languages help to establish market goals	311 (100%)	0 (0.0%)
3	Indigenous languages help to disseminate market goals	310 (99.7%)	1 (0.3%)
4	Indigenous language is used to ensure acceptance of allocated tasks to market operators	311 (100%)	0 (0.0%)
5	Indigenous language is used to ensure understanding of allocated tasks to market operators	310 (99.7%)	1 (0.3%)
6	Indigenous language is effective in getting feedback on policies made by market leaders	310 (99.7%)	1 (0.3%)
7	Indigenous language is effective in getting feedback on decisions made by market leaders	311 (100%)	0 (0.0%)
8	Indigenous language is important in resolving disputes among market members	310 (99.7%)	1 (0.3%)
9	Indigenous language is important in maintaining peace among market members	311 (100%)	0 (0.0%)
10	Indigenous language promotes unity among everyone in the market	311 (100%)	0 (0.0%)

Source: Researcher Field Survey, 2023

Key: A/AS = Agreed/Strongly agreed, D/SD = Disagreed/Strongly Disagreed

Table 4 revealed that all the respondents affirm that indigenous language plays a positive role in the administration of the five markets and helps to establish market goals. 310 (99.7%) of the respondents affirm that indigenous language helps in disseminating market goals to those operating within the market. All the respondents 311 (100%) also opine that indigenous language is used to ensure acceptance of allocated tasks to market operators. 310 (99.7%) of the respondents say that indigenous language is used to ensure understanding of allocated tasks to market operators and is effective in getting feedback on policies made by market leaders.

All the respondents 311 (100%) affirm that indigenous language is effective in getting feedback on decisions made by market leaders. 310 (99.7%) of the respondents think that indigenous language is important in resolving disputes among market members. All the respondents 311 (100%) affirm that indigenous language is important in maintaining peace among market members and promoting unity among everyone in the five markets they belong to.

Based on this, it can be summarized that indigenous languages play a positive, important, communicative, and effective role in the administration of consumer markets in the Ibadan metropolis.

Discussion of Findings

This research examined the role that indigenous languages play in consumer market administration of five markets located in different parts of Oluyole local government in Ibadan, Oyo State. The findings from the collated data are discussed and related to the theories and previous studies done around the variables of this research study. In this study, demographic information of the sample comprising market operators in the Oluyole local government was analyzed.

The result of the demographic information provided by the respondents showed that the female gender is dominant over the male gender among the respondents in the selected five markets which revealed the women in Oluyole are business-oriented. A larger number of market people have operated within the market for between one to ten years. Fewer market people have operated within the market for over ten years and above. It can be said that there are more recent entrants into the marketplace. The higher the period of stay, the less the number of people that have operated in the market.

Demographic findings further showed that the majority of the market operators are shop owners but do not belong to market associations. This implies that the markets are not administered using the expected organizational structure of market administration. This finding is further emphasized by the fact that the majority of the respondents do not occupy a leadership position within the market in which they operate. The demographic data projects that there is a degree of fluidity in the movement of market operators about their length of stay in the market. This is in line with a research study that posits that traditional markets in Nigerian cities are nothing to write home about as many markets exist without effective coordination and management (Balogun, 2020). It is expected that every trader in the market has their own allocated spaces and is part of the organizational structure of each market.

Finding on research question one based on the indicators identified revealed that markets in the Ibadan metropolis are well administered by the market leaders selected by market operators and approved by the Oluyole local government to a high degree. Effective administration occurs when objectives are clearly defined by market administrators and there is a good communication system in place for all the stakeholders of the marketplace to interact and make policies that guide the daily activities of traders and other market personnel in the market. This is in

line with a study that says that a management strategy is needed to improve the competitiveness of traditional markets by improving management insight, entrepreneurial mindset for market managers and sellers, renovating old buildings, increasing the cleaning and security services as well as establishing planning and performance evaluation in the market (Iriani and Sanaji, 2019).

Finding from the items drawn from research question two show that indigenous language is used in discussing with market leaders and entertaining people visiting them within the market. Indigenous languages are used to communicate with traders, have business transactions with market customers, have business discussions with other market persons, chat with friends, and share market instructions and information. Indigenous languages are also used to resolve market disputes and learn new market skills. The usage of indigenous languages for various purposes by market administrators, traders, and other personnel goes a long way in the administration of the markets. It can thus be concluded that indigenous languages are used to a very high extent as a medium of communication in consumer markets in the Ibadan metropolis.

Finding research question three reflects the role that indigenous languages play as an element of indigenous communication in the daily operations of the marketplace that has a system of administration embedded within it. The findings bring forth a consensus that indigenous languages play a positive role in the administration of consumer markets in the Ibadan metropolis. This finding is supported by a study that says that indigenous languages are indispensable cultural legacies without which all forms of human interactions can be carried out. It is capable of destroying or mending relationships (Obiorah, 2021).

In summary, the use of indigenous languages appears to play a significant role in consumer market administration. Its usage contributes significantly to the administration of the consumer market in Ibadan, supporting the notion that linguistic factors have practical implications in market dynamics. The findings of this study provide valuable insight into how indigenous languages are employed in the administration of consumer markets within the Ibadan metropolis. The empirical data reveals indigenous languages are used more by market operators and administrators in the markets surveyed. Those who play one role or the other in the market make use of indigenous languages in the execution of these roles. These findings reiterate the adoption of the Uses and Gratification theory for this study (Asemah et al, 2022).

The findings of this study align with a study that concludes that linguistic communication is a prerequisite for the existence of a human group as it enables man to achieve a form of social organization (Lawal, 2015). Communication is a social function that occurs whenever people attribute significance to message-related behaviour. This finding is further supported by a study conducted which says that indigenous communication systems are important in that it is an aspect of culture that has been a part of people's lives and their ways of making a living over several generations (Adeniyi, 2019). Indigenous communication systems facilitate the acquisition of local knowledge which enhances productive activities, income, and better quality of life in rural areas. The marketplace is central to the survival of rural and urban centres in any society.

Conclusion

Markets in the Ibadan metropolis are well administered by the market leaders selected by market operators and approved by the Oluyole local government to a high degree. Indigenous language is one of the determinant factors that makes this possible. The usage of indigenous languages contributes in various degrees to the daily administration of the

markets in the Ibadan metropolis and operations of market personnel who are there for various reasons from selling of wares, payment of taxes, allocation of shops, formulation of market policies and ensuring a clean, safe and peaceful environment. The type of indigenous languages used by market personnel in markets situated in the Ibadan metropolis is dependent on the number of people who are from different cultures located in Nigeria but are involved in one trade or activity within the market.

Recommendations

The following recommendations are made to operators in the market sector who are in charge of market administration, policy framing, and execution at the local, state, and federal government levels in Nigerian society.

1. One of the findings of this study is that there are more females than males operating in the markets surveyed. Hence, it is recommended that local government authorities should establish programs aimed at sensitizing more males to be involved in the trading of various goods within consumer markets.
2. One of the findings of this study is that the markets are well administered to a high extent. It is recommended that there should be adequate security, good record keeping, and proper disposal of waste to have an improvement in how the markets are administered in Oluyole local government.
3. The demographic data shows that market people are not highly involved in market administration as most of them do not occupy administrative positions in the market. It is therefore, recommended that an all-encompassing administrative structure be put in place to ensure that all market personnel participate in the daily administration of markets.
4. One of the findings of this study is that the markets are well administered to a high extent. It is recommended that there

- should be adequate security, good record keeping, and proper disposal of waste to have an improvement in how the markets are administered in Oluyole local government.
5. Market administrators, market personnel as well as the custodians of culture across Nigeria in unity strive to ensure that all avenues to rewind the effect of colonialism on the usage of indigenous communication in our markets and other areas of our community are maximized. Elements of indigenous communication should be embraced, accepted, and seen in a more positive look.
 6. It is also recommended that market personnel at the market and local government level should do a strategic analysis of the usage of indigenous communication elements regularly to ensure that its usage within the market environment is sustained and continuous. Indigenous languages identified by those in that environment should be used at all public functions by all stakeholders in the market as well as create awareness for public functions.

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