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## Showcasing Edge And Determinants Of Net Return Of Watermelon Promoting

**M. C. Odo**

Department Of Agricultural Economics And Extension, Akwa Ibom State University, Nigeria

**Y. Isaac**

Department Of Agricultural Economics And Extension, Akwa Ibom State University, Nigeria

### ABSTRACT

The current review looks at the determinants of net return of watermelon promoting in Yenagoa city of Bayelsa State in Niger Delta Space of Nigeria. The outcomes showed that watermelon advertising was female overwhelmed (73.3%) watermelon promoting in the Niger Delta Region is making strides. In age bunch, greater part (70.0%) were inside the age of 21-40 years, while larger part (38.3%) had family size of 5 – 10, and (61.7%) had auxiliary instruction. Showcasing of watermelon in the space was beneficial with month to month advertising edge and net return of N16, 466.35 and N14, 767.51 separately. Promoting effectiveness and advantage cost proportion was 0.588 and 1.53 individually, implying that showcasing of watermelon was wasteful ( $0.588 < 1$ ). The concentrate additionally showed that cost of watermelon had positive and huge relationship with net return ( $t = 8.682$ ;  $p < 0.05$ ), proposing that the higher the cost of watermelon, the higher the net returns. Significant imperatives of watermelon showcasing were waste of organic products, .transport hazard, little size watermelon, unpredictable stock, and insufficient capital.

### KEYWORDS

Advertising Edge, Watermelon , Determinants , Net Return , Nigeria.

### INTRODUCTION

Creation of staple yields like oats, sweet potato, cassava, cash harvests and a few vegetables can contribute decidedly in

Nigerian economy and aftereffect of this the issue of neediness, yearning and lack of healthy sustenance could be eased and satisfactory. It

is developed and burned-through all through the world and tropical nations, for it contains a large portion of the fundamental every day wholesome necessities of the human body. The worldwide utilization of watermelon is more noteworthy than that of some other cucurbit. Disregarding its significance, the conveyance and accessibility of watermelon in Bayelsa State focuses to be deficient and wasteful. As far as value, there is extensive inconstancy in watermelon costs inside the year due generally to occasional changes in the volume of creation as a constituent of their eating regimen since it is only from time to time filled nearby because of its wet environment. He emphasized that the amount of watermelon accessible for utilization and the cost paid by customer relies upon how proficient the promoting framework for watermelon capacities and besides the fundamental wellspring of the item for buyers in the space is through advertising. Taking into account the rising interest of outlandish vegetables opposite watermelon in the State, notwithstanding ineffectual and wasteful advertising in Nigeria because of insufficient transportation offices, correspondence framework just as storage spaces and helpless estimating, this study becomes relevant to learn the related promoting edges, net returns and its determinants, and the limitations related with watermelon showcasing.

### **MATERIALS AND TECHNIQUES**

Temperature is genuinely steady over time over the whole state with a limit of 300C and Mean yearly precipitation goes from 2,000 to 4,000mm and spread more than 8 to 10 months of the year between the long stretches of

Spring and November, which matches with the stormy or wet season.

### **Technique for Information Investigation**

The information were examined through clear insights like recurrence circulation and rates. Showcasing edge examination was utilized to assess the financial aspects of watermelon promoting as far as benefit and reasonability.

### **RESULTS AND CONVERSATION**

The outcome showed that 26.7% of the respondents were male, while 73.3% were female. In this way a female ruled market. The mean advertising experience was 5 years. The outcome showed that (70.0%) of the respondents were inside the age of 21-40 years. Out of the sixty watermelon advertisers larger part (38.3%) had a family size of 5 – 10, while greater part (61.7%) had auxiliary instruction. End and Proposals

The factors cost of watermelon, transport cost, time of respondents and capacity cost fundamentally impact net returns of watermelon advertising. Since cost of watermelon was positive, the finding proposes that the higher the cost of watermelon, the higher the net returns.

Serious issues of watermelon showcasing were deterioration of organic products, .transport hazard, little size watermelon, sporadic stock, and insufficient capital among others. It was along these lines suggested that further developed storerooms, great street network connecting dispersing focuses, pooling of aggregated capital by advertisers and would be advertisers and sufficient power ought to

be set up to support accessibility of watermelon and improve value security nearby.

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