**ISSN: 47X6 - 4890**
**Volume 10, Number 2, 2025**
**International Journal of Innovative Research in Marketing and Entrepreneurship**

# AGRICULTURAL DISTRIBUTION STRATEGIES AND MARKETING PERFORMANCE OF FISH FARMERS IN RIVERS STATE

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## ABSTRACT
This study explored agricultural distribution strategies and marketing performance of fish farmers in Rivers State. The study adopted the correlational research design and the quantitative research approach. The population of this study consisted of 554 fish farmers who were registered members of agricultural cooperative societies in the 23 local government areas of Rivers State. A sample size of 232 fish farmers was used for the study. The sample size was determined using the Taro Yamene's formula. The sample size was selected randomly from the study population. Data were collected from the respondents using a structured questionnaire. The data collected were analyzed statistically while the hypotheses were tested using the Spearman Rank Order Correlation Coefficient (rho) and the SPSS version 24. The findings revealed that intensive distribution strategy is significantly related to sales growth of fish farmers in Rivers State. The study also found a significant relationship between intensive distribution strategy and market share growth of fish farmers in Rivers State. The study equally discovered a significant relationship between selective distribution strategy and sales growth of fish farmers in Rivers State. The study also reported a significant relationship between selective distribution strategy and market share growth of fish farmers in Rivers State. From the findings, it was concluded that the agricultural distribution strategies such as intensive and selective distribution strategies are significant predictors of marketing performance of fish farmers in Rivers State. Therefore, it was recommended that fish farmers in Rivers State should adopt agricultural distribution strategies such as intensive and selective distribution strategies as it would improve their marketing performance.

***Keywords: Agricultural distribution, intensive distribution, selective distribution, marketing performance, sales growth and market share growth.***

## INTRODUCTION
The agricultural sector is one of the most competitive sectors in Nigeria. This sector is highly competitive due to the large number of people who engaged in farming activities such as crop farming, fish farming and livestock farming. However, the number of fish farmers is increasing on a daily basis which has intensified in the competition in the fishery sub-sector (Agbebi, 2010). As the number of fish farmers increases across the country, it becomes necessary for these farmers to find a smart way to improve their marketing performance. Improving marketing performance is the only way for fish farmers to grow and survive in the fishing industry (Pihlajamaki, 2018). Improving marketing performance implies increasing the level of customer patronage, achieving massive sales growth, generating higher sales turnover rate, expanding market share, as well as increasing customer satisfaction level and customer loyalty (Shih, 2018). Achieving a good marketing

performance is one of the major objectives of fish farmers. Without good marketing performance, it will be difficult for fish farmers to last long in business. For this reason, fish farmers are intensifying their efforts to improve their marketing performance. However, in order to improve their marketing performance, fish farmers need to adopt effective agricultural distribution strategy.

Agricultural distribution is the physical movement of agricultural products such as food crops, fishes and livestock from the point of production to the point of consumption (Abereola & Ogundele, 2024). This movement of agricultural products can be done in various ways. According to Armas et al (2025), agricultural products can be distributed using intensive distribution strategy, selective distribution and/or exclusive distribution strategy. Under intensive distribution strategy, a farmer sells his or her products to many retailers so that their products will be available everywhere in the market. In selective distribution, a farmer chooses few distributors or retailers and sells products to them. Under exclusive distribution, a farmer limits the number of distributors by allowing only one or two distributors or retailers to distribute the product in a selected geographical location (Armas et al, 2025). A fish farmer needs to decide on how to distribute his or her fish products to the market. Strategically, a fish farmer can decide whether to adopt intensive, selective or exclusive distribution strategy.

Agricultural distribution strategy has great impact on the marketing performance of farmers. According to Odigbo, et al (2015), the agricultural distribution strategy adopted by farmers would affect their marketing performance in critical such as sales, sales turnover rate and market share. When a farmer adopts a distribution strategy that best suits his or her products, it would lead to increased sales and market share expansion. On the other hand, the sales volume and market share will decrease drastically if the farmer adopts poor distribution strategy. Thus, when the right distribution strategy is adopted for the right product, it will lead to improved marketing performance for the firm (Ukwueze, 2017). Zhao et al (2021) argued that farmers that adopt intensive and selective distribution strategies are more likely to improve their marketing performance than farmers that adopt exclusive distribution strategy. This is because intensive and selective distribution strategies ensure wider availability of products in the marketplace than exclusive distribution that limit the distribution of products to a defined area due to the use of one or two distributors. It is against this backdrop that this study examines the relationship between agricultural distribution strategies and marketing performance of fish farmers in Rivers State.

## Statement of the Problem

The problem that motivated this study is the poor marketing performance of some fish farmers in Nigeria. Many fish farmers in Nigeria are finding it difficult to improve their marketing performance in the midst of competition. This is evidence by the consistent decrease in sales and market share of fish farmers, resulting in poor marketing performance. It appears that many fish farmers do not adopt the right distribution strategy for their products. It is disturbing to observe that many fish farmers do not know which distribution strategy is more suitable for their products. The fact that many fish farmers do not understand the distribution strategies and the most effective ones to improve their marketing performance make the situation more complicated. Several studies (e.g. Germain, 2017; Choi et al, 2018; Millen & Van, 2013; Wensley, 2018) have examined the relationship between distribution strategies and firm performance but none of these studies

focused on agricultural distribution strategies and their relationship with marketing performance of fish farmers in Nigeria particularly in Rivers State. This has created a vacuum in literature which this study is motivated to fill from the Nigerian context.

## Conceptual Framework

The conceptual framework of agricultural distribution strategies and marketing performance of fish farmers is shown in figure 1 below:

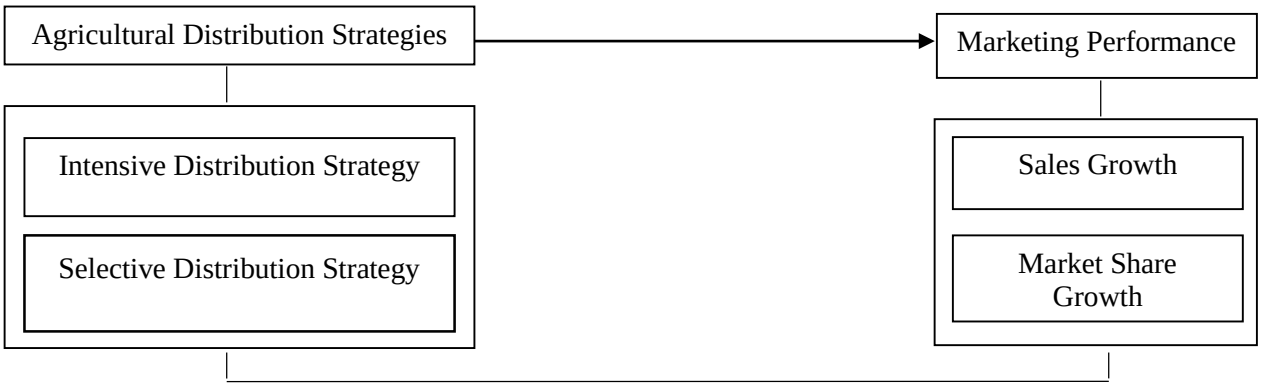


Fig 1: Conceptual framework of agricultural distribution strategies and marketing performance of fish farmers in Rivers State
Source: Author's Conceptualization

## Aim and Objectives of the Study

The aim of this study is to examine the relationship between agricultural distribution strategies and marketing performance of fish farmers in Rivers State. In order to achieve this broad aim, the study intends to accomplish the following objectives:

1. ascertain the relationship between intensive distribution strategy and sales growth of fish farmers in Rivers State;
2. determine the relationship between intensive distribution strategy and market share growth of fish farmers in Rivers State;
3. ascertain the relationship between selective distribution strategy and sales growth of fish farmers in Rivers State;
4. determine the relationship between selective distribution strategy and market share growth of fish farmers in Rivers State.

## Research Questions

The following research questions were developed to address the objectives of this study:

1. What is the relationship between intensive distribution strategy and sales growth of fish farmers in Rivers State?
2. To what extent does selective distribution strategy relate to market share growth of fish farmers in Rivers State?
3. What is the relationship between selective distribution strategy and sales growth of fish farmers in Rivers State?
4. To what extent does selective distribution strategy relate to market share growth of fish farmers in Rivers State?

**Research Hypotheses**

The following hypotheses were formulated to guide this study:

$Ho_1$: There is no significant relationship between intensive distribution strategy and sales growth of fish farmers in Rivers State.

$Ho_2$: There is no significant relationship between selective distribution strategy and market share growth of fish farmers in Rivers State.

$Ho_3$: There is no significant relationship between selective distribution strategy and sales growth of fish farmers in Rivers State.

$Ho_4$: There is no significant relationship between selective distribution strategy and market share growth of fish farmers in Rivers State.

## Review of Related Literature

### Concept of Agricultural Distribution

Agricultural distribution is the movement of agricultural products from the farm where they are produced to the market where they are needed for consumption (Germain, 2017). Roy (2016) defined agricultural distribution as the process of making farm products available at the places where they are needed. It involves the use of intermediaries such as distributors (wholesalers and retailers) to get the farm products to the marketplace where consumers can access and purchase them to satisfy their needs. Agricultural distribution requires the use of good transportation system to convey the products to the different geographical areas at the right time (Okechukwu, et al, 2020). When the right quantity of agricultural products gets the final consumers at the right time, production process can be said to be completed. To ensure that products get to the consumers at the right time, agricultural marketers must select the most effective and reliable channel or intermediaries to convey their products (Bowersox & Morash, 2009). A farmer may decide to use only one channel or more than one channels of distribution to convey the farm produces to the market (Szopa & Pękała 2012).

### Dimensions of Agricultural Distribution Strategies

In literature, there is several distribution strategies used for distributing agricultural products. These strategies include intensive, selective and exclusive distribution strategies. However, this study focuses on intensive and selective distribution strategies.

### Intensive Distribution Strategy

Intensive distribution is a distribution strategy whereby a producer sells its products to many wholesalers and retailers to ensure wider availability of the products in the marketplace (Zhao et al, 2021). This strategy of distribution gives a producer the highest probability of reaching out to the wider market and generating more sales. Intensive distribution strategy is more suitable for agricultural marketers particularly those who produce fish products (Arthur, 2017). Agbebi (2010) stated that agricultural products such as fish products need to be distributed intensively due to the nature and characteristics of the product. The high frequency of purchase and the low unit value of fish products make intensive distribution more suitable for the distribution of the product (Kleih, 2021). Many agricultural marketers used intensive distribution strategy to distribute their farm produces because it ensures that products get to the wider market (Ningsih et al, 2024). Bowersox and Morash (2009) posited that intensive distribution strategy is very effective in ensuring that agricultural products

are made available in areas where consumers get easily purchase them. Agricultural products such as rice, beans, tomatoes, onions, fish, and livestock are distributed intensively and that is why the products are sold at many retail outlets to gain maximum exposure to consumers.

**Selective Distribution Strategy**

Selective distribution is a distribution strategy whereby a producer limits the number of distributors to few wholesalers and retailers which are believed to be more reliable for the distribution of the products in a geographic area (Ecker & Kennedy, 2019). In selective distribution, not all the wholesalers and retailers available in a particular area are given the opportunity to distribute the product rather only carefully selected few are used to distribute the product in the area (Fasoyiro & Taiwo, 2012). By carefully selecting the distributors (wholesalers and retailers), the producer can focus on developing a solid working relationship with them to ensure that the product is distributed and sold in the right manner. Selective distribution strategy is often used by producers who want to maintain a good and closer business relationship with the selected middlemen (Deng, 2024). By adopting this strategy, the selected middlemen will develop the feeling that they have a stake in the producer's marketing programmes (Jerome, 2017). This type of relationship is much stronger and closer than that of intensive distribution.

**Concept of Marketing Performance**

Marketing performance is the result obtained by a firm from engaging in marketing activities for a specific period of time (Beukes & van Wyk, 2016). It requires a firm to continuously improve its marketing process and capabilities to deliver better value to consumers than competitors. Al-Ajami and Al-Qa'eed (2020) defined marketing performance as the outcome of a firm's marketing activities for a given period of time. If a firm is able to deliver better value to consumers than its competitors and consistently increase its sales and market share, the firm can be said to have a good marketing performance (Aggarwal & Gupta, 2016). Ambler and Clark (2021) stated that good marketing performance occurs when a firm experiences higher level of customer patronage, sales growth, market share growth, high customer retention rate and customer loyalty. Ajami and Al-Qa'eed (2020) argued that good marketing performance comes with a lot of benefits. According to them, good marketing performance brings about rapid business growth, increase the financial position of the company and ensure business survival. Considering the benefits associated with good marketing performance, marketers are strategizing to improve their marketing performance so as to ensure that their products survive in the market.

**Measures of Marketing Performance**

Available literature shows that marketing performance is measured using marketing metrics such as customer satisfaction, customer patronage, sales volume, market share, customer retention rate, customer loyalty, new customer acquisition rate and competitive advantage (Aggarwal & Gupta, 2016; Ambler & Clark, 2021; Beukes & van Wyk, 2016; Al-Ajami & Al-Qa'eed, 2020). In this study, marketing performance is measured using sales growth and market share growth.

## Sales Growth

Sales growth is the increase in the amount of goods sold by a company for a specific period of time (Iskandar, 2021). Sales growth can be determined by comparing the amount of sales made by a company in the present year with the amount of sales made at the previous year (Roberge, 2014). Sales growth helps to increase the profit margin of a company (Al-Hussaini, 2019). According to Cross (2012), an increase in sales means a corresponding increase in revenue for the company and this leads to improved marketing performance of firms. By selling more products, companies increase their profit margin and expand their business operations (McKinsey et al, 2016). Sales growth is key marketing index used to evaluate a firm's marketing performance. When a firm experiences consistent sales growth, it implies that the firm is is doing well in the marketplace (Roberge, 2014). Many investors attach importance to sales growth when evaluating the financial statements of a company. This is based on the fact that sales growth signifies a firm's financial stability and business growth (Schenk et al, 2015).

## Market Share Growth

According to Onamusi and Adenekan (2020), market share growth is the rate at which the portion of market served by a company has grown for a specific period of time. The market share of a company can be ascertained by calculating the sales made by the company at a given period and divide the figure by the total sales of the industry over the same period. Market share growth enables a company to know how well customers value its products in relation to competitors' own. Achieving market share growth is one of the most important goals for companies because it helps to increase revenue (Ambler & Clark, 2021). This is why Beukes and van Wyk (2016) considered market share growth as an important asset for a firm as it helps to increase profit and facilitate business growth. However, a company that experiences a decline in market share will have a serious problem on the long-run. According to Al-Ajami & Al-Qa'eed (2020), a company that experiences consistently decline in its market share will not last long in business. Aggarwal and Gupta (2016) opined that companies whose market share is below a certain level will not be profitable and may cease from operation anytime soon.

## Theoretical Review

This study is anchored on the resource based view theory which was developed by Penrose in 1959 and expanded by Barney in 1991. The theory explains how firm leverage on their resources and capabilities to gain competitive advantage in the market. The resources include physical, material, human, technological and utility resources while capabilities include knowledge, skills, expertise and competence of the firm (Barney in Kaiser & Obermaier, 2020). The theory argues that valuable resources and capabilities are strategic tools for gaining competitive advantage in the marketplace. The resource-based view (RBV) theory is relevant in explaining how farmers use their strategic resources and capabilities to carry out their agricultural distribution activities to gain competitive advantage over their rivals and improve their marketing performance. The theory explains that farmers that possessed valuable resources and capabilities to distribute their products strategically are likely to gain competitive advantage over their rivals and improve their marketing performance.

## Empirical Review

Some empirical studies have been conducted on agricultural distribution strategies and marketing performance of firms. For instance, Germain (2017) examined the effect of distribution strategies on firm performance. The researcher adopted the survey research design and used a structured questionnaire to collect data from marketing managers of manufacturing firms in Sweden The data collected were analyzed using descriptive statistics such as graphs and bar chart while the hypotheses were tested using regression analysis. The findings revealed that distribution strategies (intensive distribution, selective distribution and exclusive distribution) have significant effects on firm performance (sales, customer satisfaction and profitability).

Wensley (2018) examined distribution practices and firm performance in Malaysia. The study adopted the correlational research design where questionnaire was used to elicit data from managers of some manufacturing firms in Malaysia. The data collected were analyzed using mean and standard deviation while the hypotheses were tested using Pearson correlation coefficient. The findings revealed that the distribution strategies adopted by Malaysia firms depends on the type of their products being produced. The study also revealed that intensive, selective and exclusive distribution was positively and significantly correlated to sales growth, and profit margin of Malaysian firms.

Millen and Van (2013) carried out a study to determine the distribution strategies of American and European manufacturers from a comparative point of view. Their study adopted the descriptive survey design where data were collected from some American and European manufacturers via questionnaire. The data collected were analyzed statistically using graphs and ANOVA. The findings revealed both American and European manufacturers of convenience goods such as biscuits, soaps, batteries, bulbs, etc. adopted intensive distribution strategy; while manufacturers of home appliances, home furnishings, and clothing embraced selective distribution. The study also confirmed that in both America and Europe, products which enjoy a high degree of brand loyalty are distributed exclusively.

Ogwo (2007) examined the distribution practices of manufacturing firms in Nigeria. The study adopted the survey research design where data were collected from managers of small and medium firms in Port Harcourt using a structured questionnaire. The data collected were analyzed using percentage and frequency tables while the hypotheses were tested using Spearman Rank Order Correlation Coefficient. The findings revealed that distribution strategies adopted by manufacturing companies in Nigeria include intensive, selective and exclusive distribution. The study also indicated that intensive and selective distribution strategies have positive and significant relationship with firm performance, while exclusive distribution has no significant relationship with the performance of small and medium firms.

Row (2021) empirically analyzed the distribution strategies of US manufacturing firms with a particular emphasis on the role of structural differences. The study employed a descriptive research design which is quantitative in nature. The researcher utilized questionnaire for data collection and used T-test and ANOVA for data analysis. The result revealed that American manufacturers of convenience products adopted intensive distribution strategy; while manufacturers of electronics, home appliances, and furniture used selective distribution. The study also revealed that manufacturers of products that enjoy a high degree of brand loyalty used exclusive distribution strategy.

Mwaura et al (2016) empirically examined the relationship between green distribution practices and competitiveness of food manufacturing firms in Kenya. Their study employed the cross-sectional survey research design where data were collected from 130 companies using a structured questionnaire. The data collected were analyzed using chi-square, factor analysis and multivariate linear regression. After analyzing the data collected, the researcher found out that green distribution practices positively and significantly influence the competitiveness of food manufacturing firms in Kenya.

From the empirical studies reviewed, it was observed that none of the previous studies conducted on distribution strategies and firm performance focused on agricultural distribution practices of fish farmers in Nigeria particularly those in Rivers State. Even the extent to which intensive and selective distribution strategies relate to sales growth and market share growth of fish farmers in Rivers State are yet to be properly investigated. This has created a wider gap in literature which the present study intends to bridge and contribute to the existing knowledge on agricultural distribution practices of firms.

## METHODOLOGY

The correlational research design was applied to examine the relationship between agricultural distribution strategies and marketing performance of fish farmers. The study population consisted of 554 fish farmers who are registered members of agricultural cooperative societies in the 23 local government areas of Rivers State. A sample size of 232 fish farmers was used for the study and they were drawn from the twenty-three (23) local government areas of Rivers State. The sample size was determined using the Taro Yamene's formula. Data were collected from the respondents using a structured questionnaire. Content analysis was the method used to validate the research instrument (questionnaire) while Cronbach Alpha method was used to determine the reliability of the instrument. Two hundred and thirty-two (232) copies of the questionnaire were administered to the respondents (fish farmers) and 204 copies were collected. The data collected were presented and critically analyzed in tables while the hypotheses were tested Spearman Rank Order Correlation Coefficient (rho). The bivariate analysis was performed with the aid of the SPSS version 24 and the results were interpreted accordingly.

## RESULTS AND DISCUSSION

The result of the bivariate analysis carried out using the SPSS were presented and analyzed in this section. The SPSS was used to correlate the data collected on agricultural distribution strategies (intensive distribution strategy and selective distribution strategy) with those obtained on marketing performance (sales growth and market share growth) of fish farmers in Rivers State. The results are presented in the tables below:

**Table 1: Result of bivariate analysis between intensive distribution strategy and sales growth of fish farmers**

| | | | Intensive Distribution Strategy | Sales Growth |
|---|---|---|---|---|
| Spearman (rho) | Intensive Distribution Strategy | Correlation Coefficient | 1.000 | .859** |
| | | Sig. (2 tailed) | . | .001 |
| | | N | 204 | 204 |
| | Sales Growth | Correlation Coefficient | .859** | 1.000 |
| | | Sig. (2 tailed) | .001 | . |
| | | N | 204 | 204 |

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output

Table 1 shows a very strong and positive correlation between intensive distribution strategy and sales growth of fish farmers (rho = .859**) and this correlation is significant at 0.01 level. As a result of this we then reject the null hypothesis ($Ho_1$) and accept the alternate hypothesis which states that there is significant relationship between intensive distribution strategy and sales growth of fish farmers in Rivers State.

**Table 2: Result of bivariate analysis between intensive distribution strategy and market share growth of fish farmers**

| | | | Intensive Distribution Strategy | Market Share Growth |
|---|---|---|---|---|
| Spearman (rho) | Intensive Distribution Strategy | Correlation Coefficient | 1.000 | .812** |
| | | Sig. (2 tailed) | . | .001 |
| | | N | 204 | 204 |
| | Market Share Growth | Correlation Coefficient | .812** | 1.000 |
| | | Sig. (2 tailed) | .001 | . |
| | | N | 204 | 204 |

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output

Table 2 indicates that intensive distribution strategy has a very strong and positive correlation with market share growth of fish farmers (rho = .812**) and this correlation is significant at 0.01 level. Consequently, the null hypothesis ($Ho_2$) is rejected in favour of the alternate hypothesis which states that there is significant relationship between intensive distribution strategy and market share growth of fish farmers in Rivers State.

**Table 3: Result of bivariate analysis between selective distribution strategy and sales growth of fish farmers**

| | | | Selective Distribution Strategy | Sales Growth |
|---|---|---|---|---|
| Spearman (rho) | Selective Distribution Strategy | Correlation Coefficient | 1.000 | .585** |
| | | Sig. (2 tailed) | . | .001 |
| | | N | 204 | 204 |

| | | | |
|---|---|---|---|
| Sales Growth | Correlation Coefficient | .585** | 1.000 |
| | Sig. (2 tailed) | .001 | . |
| | N | 204 | 204 |

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output

Table 3 shows a moderate and positive correlation between selective distribution strategy and sales growth of fish farmers (rho = .585**) and this correlation is significant at 0.01 level. Based in this result, the null hypothesis ($Ho_3$) is rejected and the alternate hypothesis is accepted. This means that there is significant relationship between selective distribution strategy and sales growth of fish farmers in Rivers State.

**Table 4: Result of bivariate analysis between selective distribution strategy and market share growth of fish farmers**

| | | | Selective Distribution Strategy | Market Share Growth |
|---|---|---|---|---|
| Spearman (rho) | Selective Distribution Strategy | Correlation Coefficient | 1.000 | .596** |
| | | Sig. (2 tailed) | . | .001 |
| | | N | 204 | 204 |
| | Market Share Growth | Correlation Coefficient | .596** | 1.000 |
| | | Sig. (2 tailed) | .001 | . |
| | | N | 204 | 204 |

**Correlation is significant at 0.01 levels (2 tailed)
*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output

Table 4 indicates that selective distribution strategy is moderately and positively correlated to market share growth of fish farmers (rho = .596**) and this correlation is significant at 0.01 level. As a result of this we then reject the null hypothesis ($Ho_4$) and accept the alternate hypothesis which states that there is significant relationship between selective distribution strategy and market share growth of fish farmers in Rivers State.

## Discussion of Findings

This study reported a significant relationship between intensive distribution strategy and market share growth in Rivers State. This finding was deduced from the result of the analysis carried out on the two variables. The result shows a very strong and positive correlation between intensive distribution strategy and sales growth of fish farmers (rho = .859**) and this correlation is significant at 0.01 level (see table 1). As a result of this we then rejected the null hypothesis ($Ho_1$) and accepted the alternate hypothesis which states that there is significant relationship between intensive distribution strategy and sales growth of fish farmers in Rivers State. This finding is in line with the research conducted by Choi et al (2018) and Germain (2017) as both studies reported that intensive distribution strategy has significant impact on sales growth of firms.

This study also discovered a significant relationship between intensive distribution strategy and market share growth of fish farmers in Rivers State. This finding was derived from the result of the analysis carried out on the two variables. The result revealed that intensive distribution strategy has a very strong and positive correlation with market share growth of

fish farmers (rho = .812**) and this correlation is significant at 0.01 level (see table 2). Consequently, the null hypothesis ($Ho_2$) was rejected in favour of the alternate hypothesis which states that there is significant relationship between intensive distribution strategy and market share growth of fish farmers in Rivers State. This finding is supported by Row (2021) who revealed that intensive distribution strategy has the capability of expanding the market share of a firm. Mwaura et al (2016) also agreed with this finding when they reported that firms that adopt intensive distribution strategy for highly demanded products are likely to grow their market share.

This study found a significant relationship between selective distribution strategy and sales growth of fish farmers in Rivers State. This finding emanated from the result of the analysis carried out on the two variables. The result shows a moderate and positive correlation between selective distribution strategy and sales growth of fish farmers (rho = .585**) and this correlation is significant at 0.01 level (see table 3). Based in this result, the null hypothesis ($Ho_3$) was rejected and the alternate hypothesis was accepted. This means that we then accepted that there is significant relationship between selective distribution strategy and sales growth of fish farmers in Rivers State. This finding is supported by Ogwo (2007) who revealed that selective distribution strategy contributes significantly to sales growth of firms. Millen and Van (2013) also agreed with this finding when they revealed that a company's sales are likely to increase if products are distributed selectively in a geographical location.

Finally, it was revealed that selective distribution strategy is significantly related to market share growth of fish farmers in Rivers State. This finding was deduced from the result of the analysis carried out on the two variables. The result revealed that selective distribution strategy is moderately and positively correlated to market share growth of fish farmers (rho = .596**) and this correlation is significant at 0.01 level (see table 4). As a result of this we then rejected the null hypothesis ($Ho_4$) and accepted the alternate hypothesis which states that there is significant relationship between selective distribution strategy and market share growth of fish farmers in Rivers State. This finding is consistent with the research conducted by Germain (2017) and Wensley (2018) as both studies reported that selective distribution strategy has significant effect on the market share of firms.

## CONCLUSIONS

This study examined the relationship between agricultural distribution strategies and marketing performance of fish farmers in Rivers State. It focused on intensive and selective distribution strategies and their relationship with sales growth and market share growth of fish farmers. The results of this study revealed that intensive strategy is significantly related to sales growth of fish farmers in Rivers State. Intensive distribution strategy was also discovered to have a significant relationship with market share growth of fish farmers in Rivers State. A significant relationship was equally reported between selective distribution strategy and sales growth of fish farmers in Rivers State. The study also found a significant relationship between selective distribution strategy and market share growth of fish farmers in Rivers State. Therefore, it was concluded that agricultural distribution strategies such as intensive and selective distribution strategies significantly improve marketing performance (sales growth and market share growth) of fish farmers in Rivers State.

## RECOMMENDATIONS

Based on the above findings and conclusions, the following recommendations are made:

1. That, fish farmers in Rivers State especially those with poor marketing performance should adopt agricultural distribution strategies as it would improve their marketing performance in the mist of competition.
2. That, fish farmers in Rivers State especially those whose sales are reducing should distribute their fish products intensively as it would enable them reach out to a wider market and achieve sales growth.
3. That, fish farmers in Rivers State particularly those whose fish products are in high demand in the market should adopt intensive distribution strategy as it would increase their market share and profitability.
4. That, fish farmers in Rivers State especially those who are interested in building a stronger and closer relationship with middlemen in a particularly geographical location should adopt selective distribution strategy as it would go a long way in building a good and stronger relationship with these middlemen (intermediaries) and improve their marketing performance in this location..
5. Finally, it is recommended that fish farmers that adopt selective distribution strategy should closely monitor the activities of the selected middlemen to ensure that they distribute their products in the desired manner and improve their performance.

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