



AN ASSESSMENT OF PUBLIC RELATIONS STRATEGIES AMONG SOY CHEESE AND COW CHEESE MARKETERS

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ABSTRACT

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Public relations (PR) in agricultural marketing are often neglected, causing inefficiency and turnover. This research aimed to assess the market structure, evaluate the marketing efficiency, and determine the influence of PR strategies on soy and cow cheese marketing in Kwara State, Nigeria. Data were collected through structured interviews with 234 respondents, selected via a two-stage sampling technique. The analysis employed descriptive statistics, the Herfindahl index, marketing efficiency measurements, market margin calculations, and multiple regression analysis. The findings revealed that all respondents were female, with a mean age of 52 years. The soy and cow cheese marketers' Herfindahl Index values are 0.011 and 0.003, respectively. Coupled with marketing margins of 39.24% and 33.48%, indicated that soy cheese marketing was more profitable than cow cheese marketing in the region. Furthermore, the level of education, number of customers per cycle, and PR strategies were significant variables influencing the marketing margin of soy cheese marketers. Conversely, monthly income, number of customers, and PR strategies were critical factors affecting the marketing margin of cow cheese marketers. Based on these results, the study recommends that the government should encourage, educate, and raise awareness among marketers on the effective utilization of PR strategies to enhance marketing margins. Furthermore, to support their operations, policies that aim to give marketers access to direct and indirect financing facilities should be promoted.

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INTRODUCTION

Agriculture remains a vital sector of the Nigerian economy, contributing to over 26% of the nation's gross domestic product (GDP), employing around 70% of the population, and supplies approximately 80% of the food requirements for the Nigerian populace, despite the country's substantial oil revenue (National Bureau of Statistics, 2023). Domestic food products such as corn, sorghum, tubers, cocoa, rice, maize, millet, poultry, seafood, soybeans, and dairy products like cow and soy cheese are widely consumed within Nigeria.

Cow cheese, known as Wara in Nigeria, is a dairy product made from milk through a process of coagulating the casein (Nofiu *et al.*, 2021; Ajibola *et al.*, 2021).

During production, the milk undergoes acidification and the addition of enzymes to cause the casein proteins to coagulate and separate into solid curds and liquid whey (Ajibola *et al.*, 2021). The curds are then pressed into the final cheese form. Some cheese varieties feature aromatic molds on the rind or throughout the cheese itself, allowing them to melt when cooked. Among the Fulani women in Nigeria, marketing cow cheese is a common practice, as they use traditional processing methods to extend the shelf life of milk due to a lack of refrigeration facilities for storing surplus fresh milk (Iyiola-Tunji, 2020; Awoyele *et al.*, 2014). While unprocessed milk can only last 2-3 hours to 24 hours at high ambient temperatures, cheese offers a significantly longer shelf life ranging from 4-5 days up to five years, depending on the variety (Muir, 2011).

Soy cheese, known as Beske, is a plant-based cheese product made from soybean milk, unlike the more common cow cheese derived from animal milk. Soy milk is a diluted extract obtained from soybeans and is considered both a refreshing beverage and a nutritious product (Afolabi *et al.*, 2017). It has a white, smooth consistency resembling cow's milk in appearance and texture. The amino acid profile of soybeans closely matches the recommended distribution by the Food and Agricultural Organization (FAO) of essential and non-essential amino acids for human nutrition (Panthee *et al.*, 2005). Over time, soy milk has been developed as a food source for infants suffering from malnutrition. Soybeans, the vital raw material for soy milk, possess great nutritional and therapeutic value, such as potentially preventing chronic diseases like menopausal disorders, cancer, atherosclerosis, and osteoporosis (Messina, 2016). On average, dry soybeans contain approximately 40% protein, 20% oil, insoluble carbohydrates (dietary fiber), and 5% ash (Gupta *et al.*, 2013). Soy protein is highly digestible, with 92-100% digestible in humans (Singh *et al.*, 2008). The absence of lactose in soy milk also makes it a suitable alternative for lactose-intolerant consumers, particularly infants with such intolerances (Singh *et al.*, 2008). A primary reason for intentionally processing milk into cheese is to preserve a perishable food and convert it into a stable, storable product with an extended shelf life (Rinaldoni *et al.*, 2014).

Marketing facilitates product flow from farms through the entire supply chain until reaching to the final consumers in Nigerian agriculture (Nofiu *et al.* 2021). Cheese and soybean marketing are not well organized in the state, coupled with the challenge of a lack of standardized weighing and measurement scales among marketers. This situation leaves consumers to rely on their bargaining abilities to secure a good deal. Moreover, public relations (PR) strategies that could be adopted to enhance profitable sales among marketers are poorly utilized. In order to attain high turnover, marketers employ PR strategies to deliver the appropriate marketing message to the appropriate consumer through a suitable channel at the appropriate moment (Salau, 2021). Despite the importance of these two products as sources of protein, studies on the influence of PR strategies on the marketing margins of cheese and soybean marketers are scarce in the literature. Thus, this study describes the market structure and determines the factors influencing the marketing margins of cheese and soybean marketers in the area.

MATERIALS AND METHODS

Study Area

The state capital of Kwara, Ilorin, is where this study was conducted. The state is in Nigeria's Guinea Savannah Zone. Figure (1) illustrates the location of Kwara state, which lies midway between the country's southern and northern regions. There are distinct dry and wet seasons in the tropical environment. There is an annual rainfall range of 1000-1500 mm during the rainy season, which occurs between April and November. The typical temperature is between 300 and 350 degrees Celsius, with a relative humidity of 77.50% (KWADP, 2010). The state's primary economic activity is agriculture due to its arable terrain, lush, fertile soil, and closeness to the Niger River. The major markets in Ilorin metropolis where soy and cow cheese are sold are Emir's Market, new market and Ipata market.



Figure (1): Map of Kwara State - Source: Authors, 2023

Data Collection and Sampling Methods

The study used primary data gathered through a field survey conducted by personal interviews using a well-structured questionnaire. The questionnaire was carefully designed to collect relevant information regarding the socioeconomic characteristics, market structures, marketing efficiencies, and factors influencing the soy and cow cheese marketers operating within the study area.

Methods of Analysis

For the purpose of achieving the research objectives, multiple regression analysis, marketing margin, Herfindahl index, and descriptive statistics were used. Using techniques outlined by Nofiu *et al.*, 2021, the Herfindahl index was utilised to investigate the organisational structure of the soy and cow cheese markets.

$$\text{The Herfindahl Index (HI)} = \sum Si^2$$

where Si is the respondent's market share,

which is computed as $Si = Qi/Q$

where:

Q is the total number of kilogrammes sold by all respondents during a cycle, and Q_i is the kilogrammes of cow and soybean cheese sold by respondent i.

Marketing Margin (MM) analysis was used to calculate the return on marketing of cow and soybean cheese. The model is provided by Jassim and Thamer, 2016 as follows:

$$MM = \left(\frac{SP - CP}{CP} \right) \times 100$$

Where:

Marketing Margin (MM)

Consumer Price (CP) equals Selling Price (₹)

Supply Price (₹) = SP

Marketing efficiency (ME) per marketer was calculated from the ratio of revenue realized in soy and cow cheese marketing, to the costs of marketing services expressed in percentage. The higher the ME, the more productive the market. The model is provided by Acharya and Agarwal, 2019 as shown:

$$ME = \frac{ROFM}{COMS} \times 100$$

Where:

ROFM = Revenue obtained from marketing,

COMS= Costs of marketing services

The marketing of cow and soybean cheese was examined using multiple regression analysis. The provided model is presented as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + e_i$$

When, Y = Marketing Margin of Soybean and Cow Cheese Marketers

X_1 = Years in school (number of years of education)

X_2 = Number of households

X_3 = Monthly Net Income (Naira).

X_4 = Years of marketing experience,

X_5 = Total Customers number in a cycle

X_6 : Public relations strategies (Measured by the numbers of phone calls made, signs used, direct supplies channels, invitations honored, visiting during off-season, referrals from other consumers, and gifts utilized by each respondent)

e_i = error term.

The limitations faced by marketers of soy and cow cheese were ranked using a Likert scale. The following were the response options and values assigned on a 5-point Likert Scale: 1 is for strongly disagree, 2 is for disagree, and 3 is for agree. 5 is Strongly Agree (SA) while 4 is Moderately Agree (MA).

Multicollinearity Among Explanatory Variables

Multicollinearity is a common econometric issue in cross-sectional data analysis. To ensure the stability and reliability of the regression estimates, this issue was assessed. The Variance Inflation Factor (VIF) was calculated to detect the presence of multicollinearity.

The VIF has a minimum possible value of 1.0, with values exceeding 10 suggesting a potential collinearity issue between a given explanatory variable and the other predictors in the model. According to Gujarati and Porter (2009), the VIF is estimated using the following formula:

$$VIF_j = \frac{1}{1 - R^2}$$

where R^2 represents the multiple correlation coefficient between the explanatory variable under consideration (treated as the dependent variable) and the remaining explanatory variables in the model.

RESULTS AND DISCUSSION

Socio-economic characteristics of respondents

The data presented in Table (1) reveals that a significant proportion of soy cheese marketers (80%) and cow cheese marketers (74%) fall within the age range of 41-60 years, with a mean age of 52 years for both groups. Notably, all the marketers were female and married, indicating a dominance of the female gender in both soy and cow cheese marketing activities in the area. Majority of soy cheese marketers (76%) and cow cheese marketers (64%) had between 11-20 years of formal education. This level of education suggests that the marketers are likely to be more receptive to innovative practices compared to those without formal education. Given this literacy level, the dissemination of information among marketers is expected to be relatively straightforward (Salau and Salman 2017). The average household size for both categories of marketers was 5 people. A significant proportion of soy cheese marketers (78%) earned a monthly income ranging from ₦1,000 to ₦20,000, with a mean monthly income of ₦17,500. In contrast, a large percentage (64%) of cow cheese marketers earned a monthly income between ₦21,000 and ₦40,000, with a mean monthly income of ₦26,400. Most respondents had between 11-20 years of marketing experience, which could enable them to understand the intricacies of the trade and thus better manage marketing costs to maximize profits. Access to cooperative societies was limited among the respondents. Cooperatives serve as vehicles for development by extending informal credit facilities to marketers. Among the seven PR strategies adopted by the respondents, the most prevalent was the use of mobile phones. This finding is in line with Salau's (2021) recommendation advocating the use of mobile phones as marketing tools among cocoa marketers in Ondo State, Nigeria. The use of mobile phones was followed by signage and gifts as PR strategies employed by the marketers.

Structure of soy and cow cheese marketing

The analysis of market concentration revealed a highly competitive landscape for both soy and cow cheese marketers. Herfindahl-Hirschman Index (HHI) is the widely used metric to estimate market concentration levels, registered values of 0.011 for soy cheese marketers and 0.003 for cow cheese marketers. These low HHI values, approaching zero, indicate a negligible concentration ratio in both markets. An HHI approaching zero is characteristic of an industry structure approximating perfect competition. The defining traits of perfect competition were evident in the soy and

cow cheese markets studied. Firstly, the products offered exhibited a high degree of homogeneity across different market participants. Secondly, there appeared to be minimal barriers to entry, suggesting new firms could readily join the markets. Finally, the analysis identified many independent buyers and sellers operating in each market (Nofiu *et al.*, 2021).

Table (1): Socio-economic characteristics of respondents

		Soy cheese marketers		Cow cheese marketers	
Variable	Class	Frequency	%	Frequency	%
Age	20-40	20	20.0	54	26.0
	41-60	80	80.0	80	74.0
	Mean	52.7 years		52.6 years	
Gender	Female	100	100	134	100.0
Marital status	Single	0	0.0	4	3.0
	Married	88	88.0	101	75.4
	Divorced	2	2.0	5	3.7
	Widow	10	10.0	24	17.9
Years of Education	5-10	24	24.0	50	35.5
	11-20	76	76.0	84	64.5
	21-30	0	0.0	0	0.0
Household size	1-5	36	36.0	55	41.0
	6-10	64	64.0	79	59.0
	Mean	5 persons		5 persons	
Monthly income	N1,000-20,000 (\$0.67–13.40)	78	78.0	54	36.3
	N21,000-40,000 (\$14.07–26.80)	22	22.0	80	63.7
Experience	1-10	16	16.0	23	16.5
	11-20	84	84.0	111	83.5
Primary occupation	Soy and cow cheese	60	60.0	97	72.4
	Others	40	40.0	37	27.6
Cooperative society	Yes	20	20.0	34	25.4
	No	80	80.0	100	74.6
Mostly used PR strategies	Phone calls	30	30.0	47	35.1
	Sineage	15	15.0	21	15.7
	Retailer Association	10	10.0	15	11.2
	Direct supply	12	12.0	10	7.5
	Through fellow customer	10	10.0	11	8.2
	Honouring invitation	10	10.0	13	9.7
	Gift	13	13.0	17	12.6

Source: Author's computation, 2023

Marketing efficiency of soy and cow cheese marketers

Table (2) shows the average total cost (₦10,364 and ₦16,069) and revenue (₦17,058 and ₦24,159) for soy and cow cheese marketers respectively. The percentage marketing margin of 39% for soy cheese marketers, suggests that for every one Nigerian Naira (₦1) in sales revenue, there is a corresponding price markup of 0.39k. On the other hand, a marketing margin of 33% in cow cheese marketing shows that a price spread of 0.33k is produced for every ₦1 in sales. This shows that

soy cheese marketing is more profitable when compared to cow cheese marketing. The calculated marketing efficiency values of 164.6% for soy cheese marketers and 150.3% for cow cheese marketers indicate that both groups operate efficiently in their respective businesses. However, the higher efficiency value for soy cheese marketers suggests they are relatively more productive compared to their cow cheese counterpart's marketers.

Table (2): Marketing efficiency of marketers

S/N	Item	Soy cheese (₦)	Cow cheese (₦)
1	Average cost of soy and cow cheese (50kg)	5,179	10,140
3	Average cost of shop	744	916
4	Average cost of plastic container	831	831
5	Average cost of spoiled soy and cow cheese	1,206	1,290
6	Average cost of transportation	754	945
7	Average cost of commission	854	854
8	Average cost of other marketing service	796	1,093
9	Average total cost	10,364	16,069
10	Average total revenue generated	17,058	24,159
11	Profit (TR-TC)	6,694	8,090
12	Return per capital investment	0.64	0.50
13	Percentage marketing margin	39.24	33.48
14	Marketing efficiency	164.6%	150.3%

Source: Author's computation, 2023

Factors influencing marketing margin of cow and soy cheese marketing

Factors influencing marketing margin of soy cheese marketing

For soy cheese marketers, the model exhibited a high R-squared value of 0.9721, indicating that 97.21% of the variation in marketing margins could be explained by the independent variables considered as shown in Table (3). Significant positive relationships were observed between the soy cheese marketing margin and the marketer's years of education (1% level), number of customers acquired in a cycle (1% level) and the use of PR strategies (10% level). Surprisingly, household size, marketing experience, and the number of customers did not significantly affect marketing margins, suggesting that traditional experience and customer base size alone do not guarantee higher profits. This suggests that higher educational attainment, larger customer bases, and strategic public relations efforts tend to increase profitability for soy cheese marketers. Table (7) revealed that all variables have $TF > 0.1$, confirming that multicollinearity is not a major concern in this model. Number of customers (X_5) has the highest VIF (4.0024) and the lowest TF (0.2498), suggesting moderate correlation, but it remains within an acceptable range.

Factors influencing marketing margin of cow cheese marketing

On the other hand, the explanatory power of the model was relatively lower for cow cheese marketers, with an R-squared of 0.528713 as shown in Table (4). Nonetheless, positive, and significant relationships emerged between their marketing margins and monthly income (1% level), number of customers (10% level), and public relation strategies (1% level).

Table (3): Factors influencing the marketing margin of soy cheese marketers.

Variable	Coefficient	Std. Error	t-statistic	p-value
Constant	-14157.8	4767.11	-2.9699	0.00381***
Level of education (X ₁)	14.0414	3.78945	3.7054	0.0004***
Household size (X ₂)	0.412399	4.8034	0.0859	0.9318 ^{Ns}
Monthly income (X ₃)	8.57197	1.35618	6.3207	<0.0001***
Marketing experience (X ₄)	-2.79328	3.03213	-0.9212	0.3600 ^{Ns}
Number of customers(X ₅)	2.82248	2.41898	1.1668	0.2471 ^{Ns}
Public relations (X ₆)	11.7624	6.54854	1.7962	0.0766*

*, **, *** Significant at 10%, 5% and 1% respectively, Ns non-significant, R² = 0.9722, R² = 0.9714
Source: Author's computation, 2023

However, education, household size, and monthly income were not significant, suggesting that formal education and income levels do not directly impact marketing margins. Therefore, while the specific determinants differed slightly, both soy and cow cheese marketers demonstrated enhanced profitability through larger customer volumes, higher incomes, and effective public relations practices. As revealed in Table (8), all variables have TF > 0.1, confirming that multicollinearity is not a severe issue in the regression model. Number of customers (X₅) has the highest VIF (4.5013) and the lowest TF (0.2221), indicating moderate multicollinearity but still within an acceptable range. Since no VIF values exceed 10, there is no strong evidence of multicollinearity, and the model remains statistically reliable.

Table (4): Factors influencing the marketing margin of cow cheese marketers

Variable	Coefficient	Std. Error	t-statistic	p-value
Constant	-207.4691	23.3215	-8.8960	<0.0001***
Level of education (X ₁)	3.1428	3.9517	0.7953	0.4282 ^{Ns}
Household size (X ₂)	-7.9210	5.0607	-1.5652	0.1205 ^{Ns}
Monthly income (X ₃)	-0.4120	1.9400	-0.2124	0.8322 ^{Ns}
Marketing experience (X ₄)	7.2418	2.4123	3.0020	0.0033***
Number of customers(X ₅)	4.9489	2.5922	1.9091	0.0589*
Public relations (X ₆)	452.7292	6.3609	71.1737	<0.0001***

*, **, *** Significant at 10%, 5% and 1% respectively, Ns non-significant, R² = 0.5287, R² = 0.5163
Source: Author's computation, 2023

Challenges hindering soy and cow cheese marketers

Challenges hindering soy cheese marketers

The analysis revealed several key constraints faced by soy cheese marketers, ranked in order of severity based on the mean scores as shown in Table (5). The lack of access to credit facilities emerged as the most acute challenge (mean = 4.90), with an overwhelming 90% of marketers indicating strong agreement that this issue hindered their operations. Closely following was the issue of insufficient startup capital (mean = 4.74), which 76% of marketers strongly agreed posed a significant obstacle. The limited availability of training opportunities (mean = 4.68) and inadequate market knowledge (mean = 4.64) were also highlighted as major hurdles by majority of respondents. Other notable challenges included marketing theft (mean = 4.56), inadequate storage facilities (mean = 4.50), and the absence of a constant weighing system (mean = 4.16). These findings underscore the complex constraints

confronting soy cheese marketers, ranging from financial limitations and capacity gaps to infrastructural deficiencies and operational inefficiencies, all of which can impede their ability to compete effectively in the marketplace.

Table (5): Challenges hindering soy cheese marketers

Constraints	SD	D	A	MA	SA	Mean	SD	Rank
Lack of credit facilities	0(0)	0(0)	10(10.0)	90(90.0)	0(0)	4.90	0.302	1 st
Insufficient startup capital	0(0)	0(0)	2(2.0)	22(22.0)	76(76.0)	4.74	0.485	2 nd
Lack of training opportunities	0(0)	0(0)	6(6.0)	20(20.0)	74(74.0)	4.68	0.584	3 rd
Inadequate storage facilities	0(0)	0(0)	6(6.0)	38(38.0)	56(56.0)	4.50	0.611	6 th
Improper market knowledge	0(0)	0(0)	8(8.0)	20(20.0)	72(72.0)	4.64	0.628	4 th
No constant weighing system	0(0)	0(0)	10(10)	64(64.0)	26(26.0)	4.16	0.581	7 th
Marketing theft	0(0)	0(0)	8(8.0)	28(28.0)	64(64.0)	4.56	0.641	5 th

Source: Author's computation, 2023

Challenges hindering cow cheese marketers

Table (6) revealed lack of access to credit facilities as the most severe challenge (mean = 4.77), with an overwhelming 81.3% of marketers strongly agreeing that this issue posed a significant hindrance. Insufficient startup capital (mean = 4.52) and inadequate storage facilities (mean = 4.49) were also ranked as top constraints by majority of respondents as shown in Table (6). Limited access to training opportunities (mean = 4.47) was another major hurdle, reflecting capacity gaps that could undermine the marketers' competitiveness. Other notable challenges included the lack of a constant weighing system (mean = 4.40), improper market knowledge (mean = 4.39), and the prevalence of marketing theft (mean = 4.37). These findings emphasize the multidimensional obstacles confronting cow cheese marketers, covering financial constraints, infrastructural deficiencies, capacity limitations, and operational inefficiencies.

Table (6): Challenges facing cow cheese marketers

Constraints	SD	D	A	MA	SA	Mean	SD	Rank
Lack of credit facilities	0(0)	0(0)	6(4.5)	19(14.2)	109(81.3)	4.77	0.519	1 st

Constraints	SD	D	A	MA	SA	Mean	SD	Rank
Insufficient startup capital	0(0)	0(0)	13(9.7)	42(31.3)	79(59.0)	4.52	0.669	2 nd
Lack of training opportunities	0(0)	0(0)	10(7.5)	49(36.6)	75(56.0)	4.47	0.634	4 th
Inadequate storage facilities	0(0)	0(0)	11(8.2)	52(38.8)	71(53.0)	4.49	0.644	3 rd
Improper market knowledge	0(0)	1(7.0)	9(6.7)	60(44.8)	64(47.8)	4.39	0.649	6 th
No constant weighing system	0(0)	0(0)	12(9.0)	57(42.5)	65(48.5)	4.40	0.649	5 th
Marketing theft	0(0)	1(7.0)	11(8.2)	59(44.0)	63(47.0)	4.37	0.668	7 th

Source: Author's computation, 2023

Table (7): Multicollinearity Analysis for Factors influencing the marketing margin of soy cheese marketers

Variable	VIF Value	Tolerance Factor	Multicollinearity Assessment
Level of education (X ₁)	2.1061	0.4748	Low multicollinearity
Household size (X ₂)	1.8037	0.5545	Low multicollinearity
Monthly income (X ₃)	3.5311	0.2832	Moderate multicollinearity
Marketing experience (X ₄)	2.2022	0.4543	Low multicollinearity
Number of customers (X ₅)	4.0024	0.2498	Moderate multicollinearity
Public relations strategies (X ₆)	2.9173	0.3428	Low multicollinearity

Source: Author's computation, 2023

Table (8): Multicollinearity Analysis for Factors influencing the marketing margin of cow cheese marketers

Variable	VIF Value	Tolerance Factor	Multicollinearity Assessment
Level of education (X ₁)	2.5124	0.3980	Low multicollinearity
Household size (X ₂)	2.2213	0.4503	Low multicollinearity
Monthly income (X ₃)	3.2072	0.3117	Low multicollinearity
Marketing experience (X ₄)	2.8111	0.3558	Low multicollinearity
Number of customers (X ₅)	4.5013	0.2221	Moderate multicollinearity
Public relations strategies (X ₆)	3.1426	0.3182	Low multicollinearity

Source: Author's computation, 2023

CONCLUSIONS

This study evaluated the public relation strategies employed by soy and cow cheese marketers in Kwara State, Nigeria. The findings revealed a highly competitive market structure dominated by female marketers with an average age of 52 years. The

low Herfindahl-Hirschman Index values indicated minimal market concentration, approximating conditions of perfect competition. The marketing margin analysis indicated that every ₦1 sale in soy cheese marketing result to a price spread of 0.39k while on the other hand, a marketing margin of 33% in cow cheese marketing shows that, a price spread of 0.33k is produced for every ₦1 in sales. This suggested higher profitability in soy cheese marketing relative to cow cheese marketing. Regression analyses identified education levels, customer volumes, public relations strategies, and monthly incomes as significant determinants of profitability for soy and cow cheese marketers, respectively. However, a lack of access to credit facilities emerged as a pervasive constraint hindering both groups. To address this challenge and enhance market performance, it is recommended that marketers form cooperative groups to facilitate the provision of formal and informal credit. Furthermore, policies and initiatives that encourage the effective utilization of public relations strategies should be actively pursued. Such interventions could improve information dissemination, enhance customer outreach, and ultimately bolster the profitability and competitiveness of soy and cow cheese marketing enterprises in the region.

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CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest regarding the publication of this manuscript.

تقييم استراتيجيات العلاقات العامة بين مسوقي جبن الصويا والجبن البقري

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الخلاصة

غالبًا ما يتم تجاهل العلاقات العامة (PR) في التسويق الزراعي، مما يؤدي إلى عدم الكفاءة والتدوير. هدفت هذه الدراسة إلى تقييم هيكل السوق، وتقييم كفاءة التسويق، وتحديد تأثير استراتيجيات العلاقات العامة على تسويق كل من جبن الصويا والجبن البقري في ولاية كوارا، نيجيريا. تم جمع البيانات من خلال مقابلات منظمة مع 234 مستجيبًا، تم اختيارهم باستخدام تقنية العينة المكونة من مرحلتين. استخدمت التحليل الإحصائي الوصفي، ومؤشر هيرفيندال، وقياسات كفاءة التسويق، وحساب هوامش السوق، وتحليل الانحدار المتعدد في التحليل. أظهرت نتائج الدراسة أن جميع مفردات العينة كُن من النساء، بمتوسط عمر 52 عامًا. كانت قيم مؤشر هيرفيندال لمسوقي جبن الصويا والجبن البقري 0.011 و0.003 على التوالي. وبالإضافة إلى هوامش التسويق التي بلغت 39.24% و33.48%، أشارت إلى أن تسويق جبن الصويا كان أكثر ربحية من تسويق الجبن البقري في المنطقة. علاوة على ذلك، كانت لمتغيرات مستوى التعليم وعدد العملاء لكل دورة واستراتيجيات

العلاقات العامة أثر معنوي على الهامش التسويقي لمسوقي جبن الصويا. في المقابل، كان لمتغيرات الدخل الشهري وعدد العملاء واستراتيجيات العلاقات العامة عوامل حاسمة تؤثر على الهامش التسويقي لمسوقي الجبن البقري، وبناءً على هذه النتائج، توصي الدراسة بأن تشجع الحكومة وتثقف وتزيد الوعي بين القائمين على تسويق منتجات الاجبان لتحقيق الاستفادة الفعالة من استراتيجيات العلاقات العامة لتعزيز هوامش التسويق. علاوة على ذلك، لدعم عملياتهم، ينبغي الترويج لسياسات تهدف إلى إعطاء المتاجرين تسهيل إلى مرافق التمويل المباشرة وغير المباشرة.

الكلمات المفتاحية: منتجات الجبن، مؤشر هيرفيندال، هامش التسويق، اكفاءة التسويق.

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