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ACCEPTABILITY OF NIGERIA AGRICULTURAL PRODUCE AMONG URBAN DWELLERS IN SUPERMARKETS OF OSUN STATE, NIGERIA

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ABSTRACT

Insufficient information regarding the agricultural products found in supermarket constitute a bridge between agricultural produce suppliers and its acceptability by consumers. In developing countries like Nigeria, the studies on consumption of locally made agricultural produce in modern retail markets such as supermarkets are still minimal. The study therefore focused on the acceptability of Nigeria agricultural produce among urban dwellers in supermarkets of Osun State. A multistage sampling technique was employed in selecting 139 urban dwellers that patronized supermarkets for agricultural produce. The data collected for the study were analyzed using frequency counts, percentages, and weighted mean score (WMS) while inferential statistical tool used was Analysis of Variance (ANOVA). Results show that the mean age of the respondents was 44.2 years. Both male and female patronized the supermarkets. Artisans recorded low patronage. The mean years of patronage was of 5.9 years. Findings showed that for legumes; green peas was ranked 1st, under processed cereals; wheat ranked 1st, for nuts; peanuts ranked 1st, under processed tubers; *gaari* and yam flour were ranked 1st, under fruits category; oranges ranked 1st, for spices; ginger ranked 1st on their level of acceptability of the agricultural produce sold in the supermarkets. The result of Analysis of variance (ANOVA) showed that there was significant difference (F =11.949, P= 0.000) in the respondents' acceptability level of agricultural products across supermarkets in Osun State. The study concluded that respondents had varied acceptability level of patronizing supermarkets for agricultural produce. It is thereby recommended that more public enlightenment is needed for some categories of their customers (artisans) that attributed low patronage to encourage more patronage and this in turn will boost agricultural produce supply to supermarkets and benefit the farmers.

KEYWORDS: Acceptability, Agricultural Produce, Urban dweller, Supermarkets, Nigerian supermarkets

INTRODUCTION

Nigeria endowed with a large economy with a fast growing market, and ensuring food security should be a top priority. Understanding what influences the acceptability of local produce, can promote local food systems and reduce reliance on imports, also by improving the acceptability of local agricultural produce, sales can be increased leading to more revenue and economic growth which will ultimately benefit farmers. Supermarkets offer a one-stop shopping experience where consumers can find a variety of products including agriculture in a single location. This saves time and effort compared to visiting multiple farmers' markets or specialty stores.

According to a survey conducted by Statists (2020) convenience was the primary reason for consumers to shop at supermarkets, with 39% citing it as a key factor. In recent years, there has been an increasing demand for agricultural products in Nigeria's supermarkets due to a growing middle class, urbanization, and changing consumer preferences. Supermarkets in Nigeria are gradually becoming popular destinations for consumers looking for a wide range of quality agricultural products. Nigerian supermarkets generally stock a variety of agricultural products, including fresh fruits and vegetables, grains, dairy products, poultry, meat, and processed food items. These products are sourced both locally and internationally, with a preference for locally produced goods to support the national economy. Food systems in developing countries are changing rapidly with a growing role of modern supermarkets. Supermarkets influence supply chains and the way agricultural products are sourced from farmers, especially for the procurement of fresh fruits and vegetables, supermarkets often contract farmers directly to ensure consistent and high-quality supply. On average, supermarket contracts increase household income by over 40% and there is significant reductions in income poverty and multidimensional poverty. (Ogutu, Ochieng and Qaim, 2020).

However, insufficient information regarding the agricultural products found in supermarket constitute a bridge between agricultural produce suppliers and its acceptability by consumers. Like most agricultural products, market prices fluctuate across seasons in production, making them acceptable in some seasons and unacceptable in others, agricultural produce price can fluctuate rapidly due to factors like weather condition, pest and diseases which makes it a challenge for supermarkets to maintain prices. Therefore, this study examined the acceptability of Nigeria agricultural produce among urban dwellers in supermarkets of Osun state. The study describes the socio-economic characteristic of the respondents, identified the agricultural produce available in supermarkets in Osun State, and examined the benefits derived from the purchased of agricultural produce in the supermarkets.

METHODOLOGY

The research was conducted in Osun state, Nigeria. A multistage sampling technique was used in the selection of respondents for this research study. The first stage involved the purposive selection of Osogbo metropolis being the capital of Osun state, most populated and with higher concentration of different types of supermarkets. The second stage involved the random selection of fifty percent (50%) out of the available twenty-four (24) supermarket in Osogbo metropolis to get twelve (12) supermarkets. The selected supermarkets include; Lead supermarket, Living proof supermarket, April royal supermarket, Ace supermarket, Magritte supermarket, Doyinlat supermarket, Vanguard supermarket, Bite mall, Unity sister supermarket, Justrite supermarket, Newway supermarket and Bucon supermarket. The third stage involved the physical counts (survey) of people who patronized the selected supermarkets for agricultural produce. This was done two times and mean was calculated to get average population of the urban dwellers that patronized supermarkets. Thereafter, random selection of 50% of the number obtained from the survey from the different supermarkets were used for this study. Hence, a total of one-hundred and thirty-nine (139) respondents were used out of the identified two hundred and ninety-eight (298) respondents.

RESULTS AND DISCUSSION

Socio-economic Characteristics of the Respondents

Data presented in Table 1 revealed that above 60.0% of the respondents indicated they were male while 36.7% indicated they were female. This is an indication that both male and female patronized the supermarket irrespective of the types of goods they buy from it. This is an indication that both male and female patronized the supermarket irrespective of the types of goods they buy from it. The result is in line with the findings of Azad *et al*., (2012) who reported that not less than 60.0% of the respondents are male while 40.0% are female who are involved in the patronage of supermarkets for Nigeria agricultural produce. Also, Table 1 shows that 56.8% of the respondents were between 31-50 years of age while 27.3% and 15.8% of the respondents indicated they were above 50 years of age and not more than 30 years of age respectively. The mean age of the respondents was revealed to be 44.2 years. This result implies that young and economically active individuals patronize supermarkets. This might be related to the fact that civil servants, elites, and active people are engaged during the day with their economic activities while they are relaxed that the supermarket will still be open at night for the purchase of goods needed, hence the active of patronization of youths in supermarkets. The result is in line with the findings of Richard *et al*., (2022) who reported that majority of the respondents who patronizes supermarket for their agricultural products were young and in their youthful ages. Also Table 1 revealed that Almost 59.0% of the respondents indicated they practiced Christian religion while 40.3% and only 0.7% indicated they were Muslims and Traditional worshippers respectively. This result is an indication that supermarket is open to all and sundry who have interest to patronize it without any bias. This is similar with the findings of Oyetoro *et al*., (2024) that both religions purchase agricultural products in supermarkets in the study area.

Furthermore, Majority (84.2%) of the respondents indicated they were married while 14.4% and 1.4% indicated they were single and divorced respectively. This result implies that all strata of individuals patronize the supermarket irrespective of their marital status. The result is against the findings of Richard *et al*., (2022) who reported that majority of the respondents were not married. Result in Table 1 shows that above half (53.7%) of the respondents indicated they had above 5 individuals in their household while 46.0% indicated they had not more than 5 individuals in their household. The mean household size of the respondents is revealed to be 6 individuals. This result implies that respondents in the study area had medium household size, and this could influence the frequency at which they patronize the supermarkets. The result corroborates the findings of Richard *et al*., (2022) who revealed that respondents who patronizes the supermarket have a mean household size that is at medium size.

Almost 70.0% of the respondents indicated they spent 12 years and above in school, 20.9% and 7.2% indicated they spent 7-12 years and not more than 6 years in school while only 3.6% indicated they had no formal education. The mean years spent in school by the respondents was revealed to be 14.8 years. This result implies that majority of people that patronize supermarkets were elites and learned. This might be related to the fact that supermarkets were in urban cities where majority of the habitants were learned. This result is in line with the findings of Azad *et al*., (2012) who reported that educated people are satisfied with shopping in the supermarkets.

Table 1 further revealed that 31.7% indicated civil service, 27.3% and 24.5% indicated self-employed and private sector while 15.1% and only 1.4% indicated trading and artisan as occupation they engaged in respectively. This result is an indication that individuals from all economic activities patronizes supermarkets. This result is in contrast with the report of Richard *et al*., (2022) who reported that majority of the people that patronize the supermarkets are salaried workers. Furthermore, 64.7% of the respondents indicated that they had been

patronizing supermarkets between 5-8 years while 28.1% and 7.2% indicated they had been patronizing supermarkets for not more than 4 years and above 8 years respectively. The mean years of patronage was revealed to be 5.9 years. This result is an indication that supermarkets is a well-known and accessed agricultural stores for the respondents in the study area.

Also, Table 1 revealed that 69.8% of the respondents bought agricultural products in the supermarkets occasionally while 24.5% and only 5.8% indicated they bought agricultural products in the supermarkets most times and always respectively. This result affirms that respondents patronize supermarkets when the need arise to do so. This result is an indication that farmers now have another access to markets apart from the local open markets, their patronage or sale of agricultural products to the supermarkets is expected to bring in more profits to the farmers and reduce wastage/spoilage.

Table 1: Distribution of respondents according to their socioeconomic characteristics n=139

Socioeconomic characteristics	Frequency	Percentage	Mean
Sex			
Male	88	63.3	
Female	51	36.7	
Age (years)			
≤30	22	15.8	44.2
31-50	79	56.8	
Above 50	38	27.3	
Religion			
Christianity	82	59.0	
Islam	56	40.3	
Traditional	1	0.7	
Marital status			
Single	20	14.4	
Married	117	84.2	
Divorced	2	1.4	
Household size			
≤ 5	64	46.0	6.0
Above 5	75	53.9	
Years spent in school			
No formal education	5	3.5	14.8
≤ 6	10	7.2	
7-12	29	20.9	
Above 12	95	68.3	
Primary Occupation			
Civil service	44	31.7	
Trading	21	15.1	
Self-employed	38	27.3	
Private sector	34	24.5	
Artisan	2	1.4	

Years of patronage of supermarket			
≤ 4	39	28.1	
5-8	90	64.7	
Above 8	10	7.2	
Frequency of buying agricultural products			
Always	8	5.8	
Sometimes	34	24.5	
Occasionally	97	69.8	

Source: Field Survey, 2024

Agricultural Produce Available in the Supermarkets

Table 2 reveals the various agricultural products available in supermarkets in the study area as indicated by the respondents. For legumes agricultural products, 96.4% and 95.0% indicated the availability of green peas and cowpea while 94.2% indicated soybeans and beans as legumes available in the study area respectively. For cereals agricultural products, all (100.0%) of the respondents indicated wheat and rice while almost all (99.3%) and 97.1% indicated the availability of maize and oats respectively as agricultural produce in the supermarket in the study area. For nuts agricultural products; almost all (99.3%) and 97.1% indicated peanuts and almonds while 95.7% and 92.1% indicated cashew nuts and walnuts respectively as nuts available in supermarkets in the study area.

For tuber agricultural products; almost all (97.8%) of the respondents indicated cassava flakes, sweet potato and yam flour while 96.4% indicated yam, cocoyam and Irish potato as agricultural produce available in supermarkets in the study area. This result is an indication that varieties of tuber crops and tuber crop produce are available in supermarkets in the study area. For leafy vegetables agricultural products, almost all (99.3%) indicated onion and carrot, 98.6% indicated tomato while 97.1% indicated okra, pepper, and melon respectively as available agricultural products in supermarkets in the study area. This result is an indication that despite the perishable nature of leafy vegetables, supermarkets still sell it while people patronize it from them, this is an indication that supermarkets preserve it to keep its freshness and quality for people to purchase.

For fruits as an agricultural produce, all (100.0%) of the respondents indicated each of pineapple, cucumber, oranges, coconut while 99.3% indicated apple, banana and pawpaw respectively. Also, 97.8%, 97.1%, 96.4%, 95.7% and 91.4% indicated grapes, pears, avocado, lemons/limes and blackberries respectively while 78.4% indicated strawberries as available fruits sold in the supermarkets in the study area. This result reveals that variety of fruits are sold in supermarkets irrespective of their dominance of area for cultivation.

For spices as agricultural produce, all (100.0%) of the respondents indicated the availability of ginger, 99.3% indicated turmeric while 98.6% indicated cinnamon and garlic respectively as available agricultural products in the supermarkets in the study area. For livestock products, all (100.0%) of the respondents indicated beef (cow meat), mutton (goat meat) and turkey while almost all (99.3%) indicated chicken and eggs respectively as livestock products available in the supermarket. Also, 97.15 indicated pork (pig meat) as available agricultural products under livestock available in the supermarkets. This result is an indication that processed meat and products of animals are sold in the supermarkets. These products are sold in the supermarkets due to value addition and face value given to the products.

For crustaceans/seafood; all (100.0%) of the respondents indicated fish; 99.3% and 97.1% indicated lobsters/shrimps and prawns/oysters respectively while 96.4% indicated crabs/crayfish as agricultural products available in supermarkets in the study area. For oil as an agricultural produce, all of the respondents indicated the availability of palm oil and vegetable oil as agricultural produce in the study area. The result in table 2 affirms the availability of various agricultural produce in the area irrespective of the perishability of the agricultural produce. Also, the result shows that the agricultural produce available in the supermarkets were sold under good hygiene condition and this could be a major factor that could influence individuals to purchase agricultural produce from the supermarkets. This result is in line with this result, Sangkumchaliang and Huang (2012 who found that food-safety consciousness affects consumers' purchasing decisions.

Table 2:Distribution of respondents according to available agricultural produce in the supermarket

Agricultural products available in supermarkets*		**Frequency**	**Percentage**
Legumes			
a.	Green peas	134	96.4
b.	Cowpea	132	95.0
c.	Soybeans	131	94.2
d.	Beans	131	94.2
Cereals			
a.	Wheat	139	100.0
b.	Rice	139	100.0
c.	Maize	135	97.1
d.	Oats	138	99.3
Nuts			
a.	Peanuts	138	99.3
b.	Almonds	135	97.1
c.	Cashew nuts	133	95.7
d.	Walnuts	128	92.1
Tubers			
a.	Cassava flakes	136	97.8
b.	Yam	134	96.4
c.	Cocoyam	134	96.4
d.	Sweet potato	136	97.8
e.	Irish potato	134	96.4
f.	Yam flour	136	97.8
Leafy vegetables			
Fruity vegetables			
a.	Onion	138	99.3
b.	Tomato	137	98.6

c.	Okra	135	97.1
d.	Pepper	135	97.1
e.	Carrot	138	99.3
f.	Melon	135	97.1
Fruits (local)			
a.	Apple	138	99.3
b.	Grapes	136	97.8
c.	Pears	135	97.1
d.	Strawberries	109	78.4
e.	Lemons / Limes	133	95.7
f.	Avocado	134	96.4
g.	Blackberries	127	91.4
h.	Banana	138	99.3
i.	Pineapple	139	100.0
j.	Cucumber	139	100.0
k.	Oranges	139	100.0
l.	Pawpaw	138	99.3
m	Coconut	139	100.0
Spices			
a.	Ginger	139	100.0
b.	Garlic	137	98.6
c.	Cinnamon	137	98.6
d.	Turmeric	138	99.3
Livestock products			
a.	Beef (cow meat)	139	100.0
b.	Pork (pig meat)	135	97.1
c.	Mutton (goat meat)	139	100.0
d.	Chicken	138	99.3
e.	Turkey	139	100.0
f.	Eggs	138	99.3
Crustaceans / Seafood			
a.	Fish	139	100.0
b.	Crabs / Crayfish	134	96.4
c.	Lobsters / Shrimps	138	99.3
d.	Prawns /Oysters	134	97.1
Oil			

a.	Palm oil	139	100.0
b.	Vegetable oil	139	100.0

Source: Field Survey, 2024 *: Multiple response

Benefits Derived from Purchase of Agricultural Produce in the Supermarkets

The result in Table 3 revealed the benefits derived from the purchase of agricultural produce in the supermarkets. Various benefits were listed and the result was discussed as indicated by the respondents. The result shows that getting value for money paid for the produce and having access to varieties of particular agricultural goods were ranked 1st and 2nd with weighted mean score of 3.0 and 2.9 respectively. This result implies that respondents feel fulfilled with goods gotten from the supermarket and the ease of getting all what is needed at a place is a benefit enjoyed in the patronization of supermarkets.

Furthermore, purchasing under a good hygienic environment, ease of transaction with the supermarket, buying under a conducive environment, access to purchase at night, and ability to use online payment/pos were all ranked 3rd with each having a weighted mean score of 2.8 respectively. This result is an indication that conveniences in the mode of transacting business in the supermarket, aesthetic features and time of operation of the supermarket are huge motivation for the patronization of the supermarket which has also enhances the purchase of agricultural produce from the supermarket. The result is in line with the findings of Azad *et al.,* (2012), who reported quality product fresh and good, comfortable shopping environment, almost all products are available in one place as major benefits derived from shopping from supermarkets.

Table 3. Distribution of respondents according to benefits derived from purchase of agricultural produce in the supermarket

Benefits*		WMS	Rank
	Getting value for money paid for the produce	3.0	1st
	Having access to varieties of particular agricultural goods	2.9	2nd
	Purchasing under a good hygienic environment	2.8	3rd
	Ease of transaction with the supermarket	2.8	3rd
	Buying under a conducive environment	2.8	3rd
	Access to purchase at night	2.8	3rd
	Ability to use online payment/pos mode of payment	2.8	3rd

Source: Field Survey, 2024
WMS: Weighted Mean Score
*: Multiple response

Level of Acceptability of Agricultural Products from the Supermarkets

The result in Table 4 revealed the level of acceptability of agricultural products in the available supermarkets in the stud area. Various categories of agricultural products enterprise were listed with types of agricultural produce in each of the category with the level of acceptability of the products been analysed under each category. For leguminous agricultural products, green peas was ranked 1st with a weighted mean score (WMS) of 2.9 while cowpea, soybeans and beans were all ranked 2nd with each having a weighted mean score of 2.7 respectively. This result is an indication the availability of leguminous products in the supermarket is evidence of the consistency in the purchase of leguminous agricultural products in the supermarket.

For cereals agricultural products, wheat was ranked 1st with WMS of 2.9, maize and oats were both ranked 2nd with each having a WMS of 2.8 respectively while rice was ranked least with a weighted mean score of 2.6. This result implies that the purchase of cereals in supermarkets is valued by the respondents, though the low ranking of rice out of the available cereals might be connected to the fact that, rice is a well packaged cereal that can be gotten at any store around local markets and the neighborhood. For nuts agricultural products, peanuts were ranked 1st with WMS of 2.8; almonds were ranked 2nd with WMS of 2.7 while cashew nuts and walnuts were ranked 3rd with each having a WMS of 2.6 respectively. This result implies that processed agricultural produce used as snacks with the aid of value addition are sold and bought in the supermarket. This has aid in the reduction of postharvest loss, which is a huge benefit for farmers.

For tuber agricultural products; cassava flakes and yam were ranked 1st with WMS of 2.9, sweet potato, Irish potato and yam flour were all ranked 3rd with each having a WMS of 2.7 while cocoyam was ranked least (6th). The implication of this result is that tubers harvested in the farm are processed with the aid of value addition to elongate the shelf-life and this attracts individuals to patronize the supermarkets for agricultural produce. Also, other tubers which have longer shelf-life than cassava are sold in raw forms in the supermarket with a good face value. For leafy vegetables agricultural produce, onion was ranked first with a weighted mean score (WMS) of 2.9 while tomato, okra and carrot were all ranked 2nd with each having a WMS of 2.8. Meanwhile, pepper and melon were ranked 5th with WMS of 2.6. This is an indication that respondents find it soothing sorting veggies needed in the household from supermarkets and this might be connected to the preservation techniques that supermarkets provided for vegetables which makes it look fresh.

For fruits; orange was ranked 1st with WMS of 3.1, grapes, cucumber and pawpaw were all ranked 2nd with each having a WMS of 2.8 while pears, pineapple, and coconut with each having WMS of 2.7 were all ranked 5th respectively. Furthermore, apple and banana were ranked 8th and 9th with WMS of 2.6 and 2.4 respectively while strawberries and blackberries were both ranked 10th with each having a WMS of 2.3. In addition, lemons/limes and avocado were both ranked least (12th) with WMS of 2.2 based on the level of acceptability of the agricultural goods in the supermarkets. This result is an indication despite the perishable nature of fruits, respondent's level of acceptability of patronizing supermarkets for fruits is encouraging based on the weighted mean score gotten.

For spices; ginger was ranked 1st with WMS of 2.9 while garlic, cinnamon and turmeric were all ranked 2nd with WMS of 2.8 each. This result is an indication that processed agricultural produce

aided with value addition are better purchased in supermarkets than in the local market and this could be attributed to the perceived hygienic environment the agricultural produce are processed from. For livestock products; chicken, egg and mutton (goat meat) were ranked 1st with each having a WMS of 2.8. Beef (cow meat) and turkey were ranked 4th with each having a WMS of 2.7 while pork (pig meat) was ranked least (6th) with a WMS of 2.6. The implication of this result is that processed livestock meat is appealing to the respondents to purchase in supermarkets and this is connected to the presence of reliable refrigeration that ensure the freshness and quality of such processed meat.

For crustaceans/seafood; fish, crabs/crayfish, lobsters/shrimps and prawns/oysters were all ranked first with each having a weighted mean score of 2.7 respectively. This result affirms the high level of acceptability the respondents gives to the purchase of crustaceans in the supermarket as the preservation, hygienic status and neatness of this products is of high concern for the consumers, hence the high level of acceptability of the products in supermarkets by the respondents. For oil agricultural produce, both palm oil and vegetable oil were ranked 1st with each having a weighted mean score of 2.8. This result highlights the importance of value addition and face value given to agricultural produce that enhances the acceptability of this produce in the supermarkets.

Summarily, this result implies that respondents take solace in sourcing agricultural produce from supermarket, and this could be attributed to ease of purchase, top-notch preservation of the produce, enabling environment for buy and selling without stress and the value they get for the money spent on the produce without the fear of being swindled or cheated by sellers. Hence, the high level of acceptability of agricultural produce the respondents for purchase in supermarkets in the study area. This corroborate the findings of Dadzie and Nandonde (2018) who highlighted that quality of products drive consumers to use supermarkets.

Table 4: Distribution of respondents according to acceptability level of agricultural products

Agricultural Products Acceptability Level in Supermarkets*		WMS	Rank
Legumes			
a.	Green peas	2.9	1st
b.	Cowpea	2.7	2nd
c.	Soybeans	2.7	2nd
d.	Beans	2.7	2nd
Cereals			
a.	Wheat	2.9	1st
b.	Rice	2.6	4th
c.	Maize	2.8	2nd
d.	Oats	2.8	2nd
Nuts			
a.	Peanuts	2.8	1st
b.	Almonds	2.7	2nd
c.	Cashew nuts	2.6	3rd
d.	Walnuts	2.6	3rd

Tubers			
a.	Cassava flakes	2.9	1st
b.	Yam	2.9	1st
c.	Cocoyam	2.6	6th
d.	Sweet potato	2.7	3rd
e.	Irish potato	2.7	3rd
f.	Yam flour	2.7	3rd
Leafy vegetables			
Fruity vegetables			
a.	Onion	2.9	1st
b.	Tomato	2.8	2nd
c.	Okra	2.8	2nd
d.	Pepper	2.6	5th
e.	Carrot	2.8	2nd
f.	Melon	2.6	5th
Fruits (local)			
a.	Apple	2.6	8th
b.	Grapes	2.8	2nd
c.	Pears	2.7	5th
d.	Strawberries	2.3	10th
e.	Lemons / Limes	2.2	12th
f.	Avocado	2.2	12th
g.	Blackberries	2.3	10th
h.	Banana	2.4	9th
i	Pineapple	2.7	5th
j	Cucumber	2.8	2nd
k	Oranges	3.1	1st
l	Pawpaw	2.8	2nd
m	Coconut	2.7	5th
Spices			
a.	Ginger	2.9	1st
b.	Garlic	2.8	2nd
c.	Cinnamon	2.8	2nd
d.	Turmeric	2.8	2nd
Livestock products			
a.	Beef (cow meat)	2.7	4th
b.	Pork (pig meat)	2.6	6th

c.	Mutton (goat meat)	2.8	1st
d.	Chicken	2.8	1st
e.	Turkey	2.7	4th
f.	Eggs	2.8	1st
Crustaceans / Seafood			
a.	Fish	2.7	1st
b.	Crabs / Crayfish	2.7	1st
c.	Lobsters / Shrimps	2.7	1st
d.	Prawns /Oysters	2.7	1st
Oil			
a.	Palm oil	2.8	1st
b.	Vegetable oil	2.8	1st

Source: Field survey, 2024
WMS: Weighted Mean Score *: Multiple response

Analysis of Variance showing significance difference in the acceptability level of Nigeria agricultural products across supermarkets in Osun State

The result of Analysis of variance (ANOVA) in Table5 showed that there is significant difference (F =11.949, P= 0.000) in the respondents' acceptability level of agricultural products across supermarkets in Osun State. The implication of this result is that the acceptability level of agricultural products in the supermarkets used for this study varies and this could be related to the several factors which includes socioeconomic, environment, physical and aesthetic factors. Hence, there is significant difference in the acceptability level of agricultural products across the supermarkets by the respondents used for this study.

Table 5: ANOVA analysis Result Showing Significance difference in the Acceptability level of Agricultural Products across the selected Supermarkets in Osun State, Nigeria

	Sum of squares	df	Mean square	F	p-value	Decision
Between supermarkets	25544.870	11	2322.261	25.403	0.000	S
Within supermarkets	11609.922	127	91.417			
Total	37154.791	138				

Source: Computed Data, 2024

CONCLUSION AND RECOMMENDATIONS

From the research findings, it is affirmed that respondents had varied acceptability level of patronizing supermarkets for agricultural produce such as: legumes, cereals, nuts, tubers, leafy vegetables, fruits (local), spices, livestock products, crustaceans, and oil. It is thereby recommended that more public enlightenment is needed for some categories of their customers

(artisans) that attributed low patronage to encourage more patronage and this in turn will boost agricultural produce supply to supermarkets and benefit the farmers.

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