



EFFECTS OF COMMERCIAL ACTIVITIES ON LIVABILITY IN URBAN CENTRES: THE CASE OF OJA OBA, ADO -EKITI, NIGERIA

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Abstract

Commercial activity is conceived as a demonstration of exchange or conduct of business exercises in form of selling, dealing and shopping, either on a general course or a specific exchange that might be on the substantial or little scale. Urban areas assume a critical part of human life since many people want to live, work and recreate in the city. The idea makes novel settings for any community to develop in a more supportable manner. In the perspective of this, this paper examined the effect of commercial activities on city bearableness around Oja Oba focal market, in Ado Ekiti, Ekiti State. The study centers on the kinds of commercial activities in the study area versus the socio-economic characteristics of the occupants. The research makes utilization of questionnaires and individual perception to get required data. Discoveries uncovered that adolescents and grown-ups are associated with commercial activities like road exchanging/street trading, selling and pushing of wheel dump cart. It also reveals the poor condition of some fundamental facilities which constitute havocs to the study area which, much of the time, degrade the aesthetics looks of the environment and poses genuine dangers to human livability and supportability of facilities provided. The study prescribes, in addition to other things, the provision of more market-shops and stalls at moderate cost, the annihilation of merchandise display at the center of the road, the provision of health facilities, roads restoration, as well as provision of waste disposal to militate the observed issues.

Introduction

The city is a substantial focus of populace sorted out as a group; containing individuals assembled in thickly populated and very organized settlements. Urban areas are focused on monetary development brightest stars of human accomplishment (Kadiri, 2006). Toward the beginning of this century just around one individual in ten lived in a city, however today the extent of urban and rural dwellers is roughly equivalent. By 2025 almost 66% of the total populace will live in urban zones (UN-Habitat, 2016).

Numerous parts of urban outline and new ways to deal with city frame depend on the idea of decency. These methodologies perceive that plan and structure can be exceptionally powerful in the life of a town or city and undoubtedly to the working of the group all by itself. They likewise make novel settings for a group to create in a more reasonable manner (United Nation, 2016). Livability is basic to the foundation of a manageable group; if for no other explanation, the present individuals won't remain in the group. Be that as it may, livability as a term is exceedingly hard to define. For a few, it is characteristically fixed to physical amenities, for example, parks and green space. For others, it is social offerings, vocation openings, economic dynamism, or some level of sensible wellbeing inside which to raise a family (Oduwaye, 2009).

In economic terms, all urban communities are comparative in the assortment of capacities, for example, assembling, retailing, and services that they give. These capacities are the economic base of a city creating employment and riches (Oduwaye and Enisan, 2011). The bigger a city is the more the various and profoundly specific its capacities are probably going to be. By differentiating, littler urban areas and towns have fewer capacities, which have a tendency to be of a more broad nature.



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Commercial activities and city decency have recently seen a new phase of advancement which reflects them in changing factors and examples. However, in spite of being to a great extent examined, the full grip of commercial activities has essentially been on monetary understanding as a market-impacting factor or a completely land component (Omole, 2002). In this manner, it has mostly been considered as an outcome result of the urban frame and structure pre-presence. But since it can change and adjust more quickly than the city and additionally have substantial economic and social power, the connections to the city in general still remain to some degree not right. The place of commercial activities can't yet be figured within the improvement of urban communities. Market assumed an essential part in the arrangement of numerous antiquated settlements (Omole, 2011). Most African settlement's pioneers lived near the market and this regularly remains the stubs where advancement of each group radiates from and later spread to suburbia.

The market is conceptualized as built up working methods for trade for business dealings amongst purchasers and sellers. Instead of straightforward selling, a market suggests exchange that is executed with a few controls, which included certain levels of rivalries (Omole, 2010). The soonest showcases in history included exchange by-deal. After the presentation of cash, business codes were produced which at last prompted the rise of current national and global ventures. As creation extended and turned out to be less pragmatic, interchanges thus called brokers came to assume a consistently developing part in business sectors (Omole, 2005). This push required the requirement for an observational research on the effect of commercial activities on decency in downtown areas. The study was done around Oba's Market in Ado Ekiti. It distinguishes the sort of commercial activities in the study area through a socio-economic survey carried out on inhabitants and market patrons versus the kinds of exchange with a view to analyzing the effect of the commercial activities on city livability and method of operation of the market.

Review of Literature

Liveability as a concept is difficult to define. It is vague and pregnant with meanings (Balsas, 2004; Yeun and Ooi, 2009; Wahab, 2017). However, Holden and Scerri (2013) perceive liveability in relation to the human living environment. They opine that it is the totality of the factors that add up to a community's quality of life, including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities (see also Wahab, 2017). It also means the quality of a human living environment to be pleasant, safe, affordable and supportive of human community (Wheeler, 2001). Liveability is concerned with enhancing the functioning and the integrity of human life (Khalil, 2012) and covers a wide range of human needs, including food, basic security, beauty, cultural expression and a sense of belonging to a community or a place (Momtaz and Elsemary, 2015).

Markets are man-made highlights built up for the utilization of man (Omole, 2002). Owoeye (2014) observed that it is a critical socio-economic and political establishment in Yoruba land which, as a general rule, reflects the level of monetary exercises and flourishing in the appropriation of the economy. By its tendency, it assumes noticeable parts in the economic advancement of settlements regardless of the area, size and class. Crafted by Filani et al (1976), Nwafor (1982), Sada et al (1978) and Eben-Saleh (1999), among others, concurred with this declaration. In their examinations, two essential classes of the market are distinguished - day by day and occasional markets, which were further grouped into the morning, the entire day, night, intermittent, commonplace and inter-kingdom markets. Nwafor (1982) held the view that everyday market requires the presence of some full-time traders and that it is a more advantageous sort of market in that it gives individuals needs on everyday schedule. Working arrangement of the traditional market is day by day both night and day while a few markets work on day's interim. The intermittent and day by day activity of these business sectors arranged them as customary markets. Hodder (1969), in his investigation of Yoruba markets in Western Nigeria, tried to locate markets and grouped them as indicated by periodicity and depicts contrasts in the capacities performed in the night, day by day, morning and intermittent markets. Hodder contends that Yoruba markets could be ordered by their capacities in the distributional chain. Along this line, Holder et al (1969); Hill, (1966); and Iloeje, (1976) noticed that it may be a direct result of the significance and essentialness of day by day showcases that very large towns in Nigeria have no less than one extensive day by day market, for example, the examination region, that is Oja-Oba in Ado Ekiti which is the town market center having its method of operation as a day by day market in which purchasing and selling activities happen each day of the week inside



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the city. Commercial centers made neighborhood trade conceivable and, also, energized and encouraged the propagation of social connections and public order (Omole, 2011).

1. The General effects of Commercial Structure in Nigeria

Browley (1971) pointed out that market centres are used for dissemination of information due to their centrality and volume of human population which could be announced by the town crier from the kingship to the communities. He called attention to the fact that the making of most markets in Nigeria urban communities is done in nearness to the king's palace for easy spread of information to the inhabitants in the days of yore before the emergence of modern means of transmitting information such as the radio station, TV channel and media transmission services. The conviction is that once such information is reported at the market centers, it would be dispersed to all aspects of the town by the populace in the market with ease. He also stated that the spread of information about health matters such as, inoculation against smallpox and other diseases are done most at the market centres. He, however, couldn't help contradicting the view that growth pole thoughts superimpose the outsider beliefs on urban places and on the indigenous socio-economy. He thusly held to the view that the arrangement of market centers as an approach would be more qualified for improvement purposes, on account of its enunciation and perplexing ties with the general population.

2. Types of Commercial Activities

The presence of markets in any city is convenient because of the way that commercial activities are the foundation of a few economies. Individuals ought to have the capacity to purchase, sell and execute their businesses so life could go on typically. The market has been the old idea dated back to the ancient urban areas of the world (Omole, 2011). The creation and imperativeness of the city have much to do with the supply of nourishment through the marketplace. The survival of the city today particularly in Africa is because of the adaptability of the market as 'a place' (physical substance) and as 'a procedure's (system of sustenance supply). The capacity of the market as a physical element that starts with most urban areas can be firmly connected to the part of commercial activities occurred in the market, (Odeyale, et al 2010). Market might be grouped as far as a few factors like size of exchanges (regardless of whether retail or wholesale); sort of wares sold i.e. food grains, fabric and family unit merchandise; periodicity whether day by day or happening at standard interims; time of activity in the case of working in the day, night or day and night; nature of development i.e. natural, laid out, planned; and responsibility for structures i.e. town council, local group, family head and individuals (Basorun, 2015). Be that as it may, the most substantial and helpful characterization of the market in Nigeria town seems to be the one based on the periodicity of business market operations. These markets, whether day by day or intermittent, deals in a variety of items like yams, grains, kola-nuts, meat, vegetable oils, cooked food, fabric, leather merchandise, earthen and enamel products, plastic merchandise, salt, cleanser and herbs, (Odeyale, 2010).

3. The Impact of Commercial Activity on City Livability

Livability in urban communities is upgraded by the accessibility of social enhancements including planned open spaces. Urban style, visual request and social characters are reflected in these spaces. The urban open space planning idea advanced out of the transformative pattern of western city development, (Ajayi, et al, 2013). Decent urban areas are places where inhabitants can discover occupations that pay a living wage. A reasonable city furnishes its nationals with essential services, including safe water and sufficient sanitation. The occupants of a decent city have access to educational opportunities and medical services. They are not in danger of constrained removal and appreciate secure residency in moderate housing. They live in communities that are protected and conditions that are spotless. Furthermore, decent urban areas are bereft of unfair practices and administered through comprehensive inclusive local democratic procedures. (Oyesiku, 2009)

It is clear that fast urbanization in numerous African urban communities, for example, Ado Ekiti occurred without industrialization. This is in opposition to the broadly acknowledged theory on urbanization that firmly connected urbanization to industrialization (Enisan and Rotowa, 2014). Therefore, the development of Ado Ekiti to an unmistakable medium-city can't be portrayed entirely with the word 'planned'. It is more unconstrained and cumulative in nature more than a few centuries and more fast urbanization of the most recent fifty years. Maybe, different elements might be in charge of the development of this city. Prominent among them is the part



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commercial activities played in molding the built environment and the contributory part of the farming territory as communicated in the three path connection between the market, livability and city (Owoeye, 2014).

Materials and Method

For compelling and reliable information gathering for the study area, both subjective and quantitative research strategies were utilized. Information gathering was chiefly from primary sources concentrated on target populace utilizing questionnaire survey and individual perception. Information gathered from secondary sources includes information on population and base maps which were gathered from relevant ministries and agencies. Oja Oba (king's market) was picked as a result of its idiosyncrasies with the traditional urban market in Nigeria urban center. The centrality of the market influences its patronage to support vital to urban advancement in Ekiti State. Questionnaires were administered utilizing stratified sampling methods, basically of market patrons and residents which concentrated on 1,350 lock-up shops, 300 open stalls, and 550 kiosk/open space that was perceived in the study area. Taking 5% sample of every one of these classifications, a total of 110 respondents were interviewed on the whole. That is, 68 respondents in lock-up shops, 15 people in open stalls and 27 in kiosk/open spaces. Utilizing precise systematic sampling technique, respondents were chosen at regular interval of every fifth shop inside the market area.

Presentation of Findings

Information gathered in the course of the study were analyzed and presented in form of tables, charts, and percentages to portray the recurrence of information dissemination pattern of the observed traits. From the analysis, 66.36% of the respondents are independently employed who depend exclusively on commercial activities as a source of living. The assortments of products available to be purchased in the market range from foodstuff, cosmetics, household materials, fabrics, footwear, fruits, vegetables, among others. These items were either displayed in the shop, open stalls and what could be termed as street trading (by hawking, use of wheel hand truck(wheelbarrows), kiosks, counter or at roadsides).

Table 1: Employment Status of Respondents and Mode of Displaying Goods

Employment Status	Frequency	Percentage
Unemployed	17	15.45
Self employed	73	66.36
Civil servants	20	18.19
Total	110	100.0
Mode of displaying Goods		
Shop	68	61.82
Hawking	13	11.81
Wheel barrow	14	12.73
Open stall	15	13.64
Total	110	100.0

Source: field survey 2017

As appeared in Table 1 above, 61.82% of the respondents have their merchandise displayed in shops, 13.64% have their products displayed in open stalls while 12.73% and 11.81% of the respondents have their merchandise displayed in wheel pushcarts and by hawking respectively. This is also expressed in figures 1



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Table 2: Reason for trading in the Area and Monthly income at the Market

Reason for trading in the Area	Frequency	Percentage
Customers access	60	54.55
Nearness to home	20	18.18
High concentration of population	30	27.27
Total	110	100.0
Monthly income at the Market		
Below N5,000	19	17.27
N5001-N10,000	57	51.82
N10,001-N20,000	21	19.09
Above N20,001	13	11.82
Total	110	100.0

Source: field survey 2017

Table 2 reveals that 54.55% of the traders carry out their trade in the market due to high patronage occasioned by the location of the market in the city core which has higher access to customers. The concentration of population is 27.27% while nearness to home has just 18.18% of the respondents. The survey also shows how the traders have been able to adapt to both daily and monthly income which ranges between five to twenty thousand naira (N5,000 - N20,000). A large number of the respondents believe that this is adequately enough for them to sustain their daily family needs and as well raised and improved their standard of living. The further inquiries revealed that they have their own built houses, cars and savings to cater for their kids' educational costs from primary to the tertiary level.

Table 3: Sources of Water Supply in the Market

	Frequency	Percentage
Tap water	60	54.55
Bole hole	20	18.18
Well	30	27.27
Total	110	100.0

Source: field survey 2017

The information obtained from table 3 above revealed that there is provision of infrastructural facilities in the market to sustain the livability of the users, particularly, water supply which has its source from well, tap and bore-hole.

Livability, as previously discussed in this paper, is naturally attached to physical enhancements, for example, parks and green space; for others to social offerings, vocation openings, economic dynamism, or some level of sensible security inside which to raise a family. It also reveals how the traders have possessed the capacity to adapt to both day by day and month to month wage which ranges between five thousand naira to twenty thousand naira (N5,000-N20,000) of which a considerable lot of the respondents believes that is satisfactorily enough for them to manage their day to day family needs and to raise and enhance their way of life. The further inquiries show that they have their own houses, autos and reserve funds to cater for their kids' educational costs from primary to the tertiary levels. The information gotten likewise demonstrates that there is the provision of infrastructural facilities in the market to manage the reasonableness of the market traders. Some of these infrastructural facilities are; water supply which has its source from well, tap and borehole water. The supportability of these sources of infrastructure relies upon the attention pay the livability of the shop owners in the market. The living and way of life of the general population rely upon the workability of the market.

There is also the provision of parking space in the market but not adequate. From the information gotten from the respondents, the parking space is not satisfactorily enough considering the volume of cars that disparages the market.



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The identified contents revealed the impact of commercial activities on city livability in Oja Oba (king's market) in Ado Ekiti. The provision, presence and availability of infrastructural facilities and amenities in the market tailored with income bracket of the people have been able to sustain the people livability in the area under study for a very long time.

Conclusion and Recommendations

Commercial activities contribute immensely to the socio-economic, cultural and physical improvement of the general population in African nations. Nigeria and the people of Ado Ekiti in Ekiti State are not left out of these enormous advantages. Thinking about the general discoveries in this study, the followings are suggested recommendations in guaranteeing a sustainable development and effective livability in the area.

The government should make an arrangement of health facilities to the general population especially in the market zone, for example, maternity/clinic, in order to render emergency treatment if there should arise an occurrence of any casualty. This improves their livability and wellbeing. In spite of the exertion of the waste management board to make the market perfect and free of contamination, the traders still litter the surroundings with the refuse of various types. It is therefore recommended that the waste management agency should provide more incinerators at some key point in the market in order to aid-intensive and effective cleaning/sanitation of the market. This will enhance the sanitation state of the market. Notwithstanding the poor sanitation of the study area, it is recommended that there should be a regular visitation from the Ministry of Lands, Housing and Urban Development and Ministry of Environment to guarantee the sanitary situation of the market so as to facilitate the reduction of overcrowding in the market;

The parking space of the market is also inadequate compared to the volume of cars that patronizes the place on daily basis. This also resulted in on-street parking within the vicinity of the market. The authority concerned should provide other parking lots to solve the problem of parking. There is also need for upgrading and redevelopment of market infrastructure. Most of the facilities are old and need upgrading, particularly; the roads within the market are of poor state and need renewal. The suggested recommendations should be strictly adhered to in order to address the issues earlier discussed on the impact of commercial activities on city livability and the planning authority should be fully involved in the effective implementation of the necessary measure to ensure the city livability and sustainable development of the market.

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