

Original Paper

Public Perception on Relocation of Wazobia Market in Ogbomoso North Local Government Area, Oyo State, Nigeria

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Abstract

The importance of market's location in the patronage and development cannot be over emphasised. This necessitates public perception in order to achieve balanced development that is convenience and comfortable to the marketers. This study examined the perception of public on relocation of wazobia market in Ogbomoso North Local Government area and the problems encountered in the new market. The study employed secondary and primary sources of data. A total number of 274 questionnaires were administered using random sampling technique to collect information for the study. The data were analysed with the aid of descriptive, correlation and regression techniques. The findings revealed that, educational status of the public have a great influence on the income level of the public which determine their perception on the relocation of the market. The income level has the potential to be explained by the educational status of the public. Besides, new market lacks some basic infrastructural facilities such as electricity, portable water and standard parking spaces. The authors are of the opinion that Ogbomoso North Local Government should be of assistance in making provision for necessary infrastructural facilities to ensure market's environment that is comfortable for the marketers regardless of their educational and income level.

Keywords

Market, Ogbomoso, perception, public participation, public perception

1. Introduction

Market is most important element in the distribution systems and known as the locality where buyers and sellers assemble to exchange goods and commodities for cash reward. It is particularly important in the chain of commodity distribution. In most African cities, market centres are located within the city's hub (Agiri, 1979; Simon, Gallion, & Einer, 1992; Taiwo & Akinyode, 2017). It is an integral part of the socio-economic activities of a locality. However, it cannot be limited to just a place of economic activities where goods are exchanged for money but allows buyers and sellers having personal face-to-face relationships. It plays a major role in the economic life of the people and the society at large. Market strengthens the economic base of a town and also helps to sustain the tax base of the community. The activities are useful measure of centrality and factors that act as the focus of rural development (Trager, 1979). The importance of its location in the patronage and development cannot also be disregarded.

The spatial organisation, growth and locational efficiency of market centres have being a concern to geographers, physical planners and settlement analyst (Eben-Saleh, 1999; Fadipe, 1970; Hodder, 1969; Omuta, 1986). Hodder (1969) discovered in his study that availability of trading routes and flow of essential foods stuffs were the major factors for the growth of the market centres in developing countries. According to Fadipe (1970), nearly 30 to 40 percent of the population of a Yoruba town engaged in trade and commerce that takes place in markets. Eben-Saleh (1999) opined that a community assume the responsibility of establishing the market while it is the responsibility of both marketers and community to see to the safety of the market and the community. Asiyanbola (1994) observed that although community plays a significant role in social and economic development as a result of their cultural, socio-economic, political and religious background. However, public perception is the process through which individual and households within the community come to understand and apprehend their own situation better as relates to the environment they are evaluating. This is with the aim of determining the quality and functionality of the environment where they operate. Through this, it enables community members develop skills and capability to assess a situation and identify the various possibilities to the situation.

Public perception on the development and location of market will enhance balanced development of the market that is more comfortable to the marketers. Public participation is the active process through which the people being planned for take part in the initiation and implementation of decisions (Taiwo, 1997). However, effective public participation in market planning and implementation would only be realised where the public have the freedom to make their own decisions and draw their own plan through their perspective view. Public perception therefore is an authentic approach to establish the opinion of the public on any form of development activities including market location. The decision of the government to relocate Wasobia market in Ogbomoso north local government area has undoubtedly

contributed immensely to the economic status of the public within the area and transformed their socio-economic status. However, the success or failure of the relocation of the market cannot be determined without proper understanding of the public opinion in terms of market relocation importance, effect, safety and provision of infrastructural facilities. This is because their perception in the locational suitability and accessibility for patronage cannot be underrated. It is on this basis, this study aimed at examining the perception of the public as the major actors in the implementation and continuity processes of the new location of Wazobia market in Ogbomosho north local government area, Oyo state, Nigeria.

2. Literature Review

Market is being defined in different ways by different scholars according to their different views. For example, Trager (1979) defined it from the economic point of view where buyers and sellers or organisations in produce of goods and services are kept in touch with each other. This implies that, Market is not necessarily referred to a particular structure or locality but a state of affairs. Filani (1975) in his study saw market as stream of people and goods at a particular location and time which needs to operate within specific social and political context that involves reliance affiliation. Market can therefore be said to be a centre of conscious interaction between buyers and sellers where social and economic functions are performed. On the other hands, the Oxford Advanced Learner's dictionary explained a market to be a regular location where people gather to buy and sell goods. Markets are often located at the centre of the settlement and connected by the traffic network linking from the central area (Taiwo & Akinyode, 2017). However, location alone cannot determine the impact of a particular market but availability of goods and services, transportation linkages and policy in locating it. There are no size criteria for market as long as there are potential buyers and sellers. According to Hodder (1969), market can be seen as an authorized and strictly limited or defined public space where buyers and sellers of commodities are gathering at an appointed time. It is an important part of a spatial organization of any society. This is because market is a physical institution for the exchange of goods and services. The road network within the market place and the flow of commodities among the sellers and buyers enhance the functionality of the economy of the settlement. Ojo (1969) in his study concluded that market is an economic institution and a social entity. Market serves as centre for information dissemination, economic transaction and meeting place for relatives and friends as well as centre for political and civil news. This is supported by Salami (1991) who claimed that traditional market is the spot at which people converge regularly in order to acquire and dispose their locally produced and imported goods, to exchange information with relative, friends and strangers. It provides space for commodities transaction and brings about greater economic and social integration.

The concept of public participation dates back to 1970s aimed at revealing differences between

sociological approaches in planning and solutions that tends to be lost in the complexity of local development plans. This is to enhance transparency and public participation through soft law initiatives. Public participation entails involvement of the people in the process of planning among all the affected personalities and groups with aim of influencing decisions and consequences (Alexander, 2008). Public participation is meaningful when the policy maker gives up some of its power to the community. According to Burke (1968), there is need to get the public involved as an instrument in decision making and implementation of a project to achieve specific ends. This makes public participation essential for planning agencies. This involves general citizenry to reach an agreement on decision making towards a particular development (Arnstein, 1969; Burke, 1968).

Public participation is a continuous dual communication process that involves promoting full public understanding of the process and mechanisms through which development problems and needs are investigated and solved by the responsible agency; keeping the public fully informed about the status, progress and implications of development, plan, program or policy formulation and evaluation activities; and actively soliciting from all concerned citizens their opinions and perceptions of objectives, needs and their preferences regarding resource use and alternatives development; or management strategies and any other information and assistance relative to the decision (Canter, 1996). However, the growing attention given to public participation especially through their perception has not prompted much theoretically informed reflection on the role of these processes in relocation of development such as market (Glucker, Driessen, Kolhoff, & Runhaar, 2013; O'Faircheallaigh, 2010). It is on this basis, this study aimed at examining public perception on the relocation of Wazobia market in Ogbomoso north local government area.

3. The Study Area

Human settlement began in Ogbomoso around 1,600 AD with the pioneer settlers namely Aale, Ohunsile, Orisatolu, Akandie and Soun Ogunola (Oyerinde, 1934). Aale was the first settler who came from Nupeland around 1614 AD and hunted elephant on the hilly area called Okelerin (Elephant hill). He settled there and thereafter occupied the positions of "Aale of Okelerin". Ohunsile as the second settler came from Ota (in the present Ogun State) settled at Ijeru Hill and occupied the position of "Baale ijeru". Orisatolu was an herbalist from Borgu Land came third cultivated Roselle (Isapa) and thereafter called "Baba Onisapa". Akandie was also from Borgu who settled in his quarter at Isale Afon known as "Ebu Akandie". Soun was the last settler who came around 1650 and settled at the edge of scared grove known as Igbo Igbale where he did his hunting. The name Ogbomoso was derived from one of the valiant acts of the Soun. It was recorded that he fought on the side of Alaafin of Oyo and beheaded the Elemaso. The act carried the Soun the appellation "Eni ti o gbori Elemaso" which in translation means "the man who beheaded Elemaso". Ogbomoso lies on 8' 10" North of the equator and

48°10" East of Greenwich Meridian (Akinyode, Khan, Ahmad, & Udin, 2015). It lies within the derived Savannah region and it is a gateway to the Northern part of Nigeria from the south. It is about 57km South West of Ilorin (capital of Kwara state), 53km North East of Oyo, 58km North West of Osogbo (capital of Osun state) and 104km North East of Ibadan (capital of Oyo state). The climate is characterised by a fairly high uniform temperature, moderate to heavy seasonal rainfall and high relative humidity. The mean monthly temperature between April and October is the wet session while between November and March has a high daily range in temperature. It is the typical harmattan session where high radiation cooling under clear skies at night causes temperature to fall as low as 18°C (Akinyode et al., 2015).

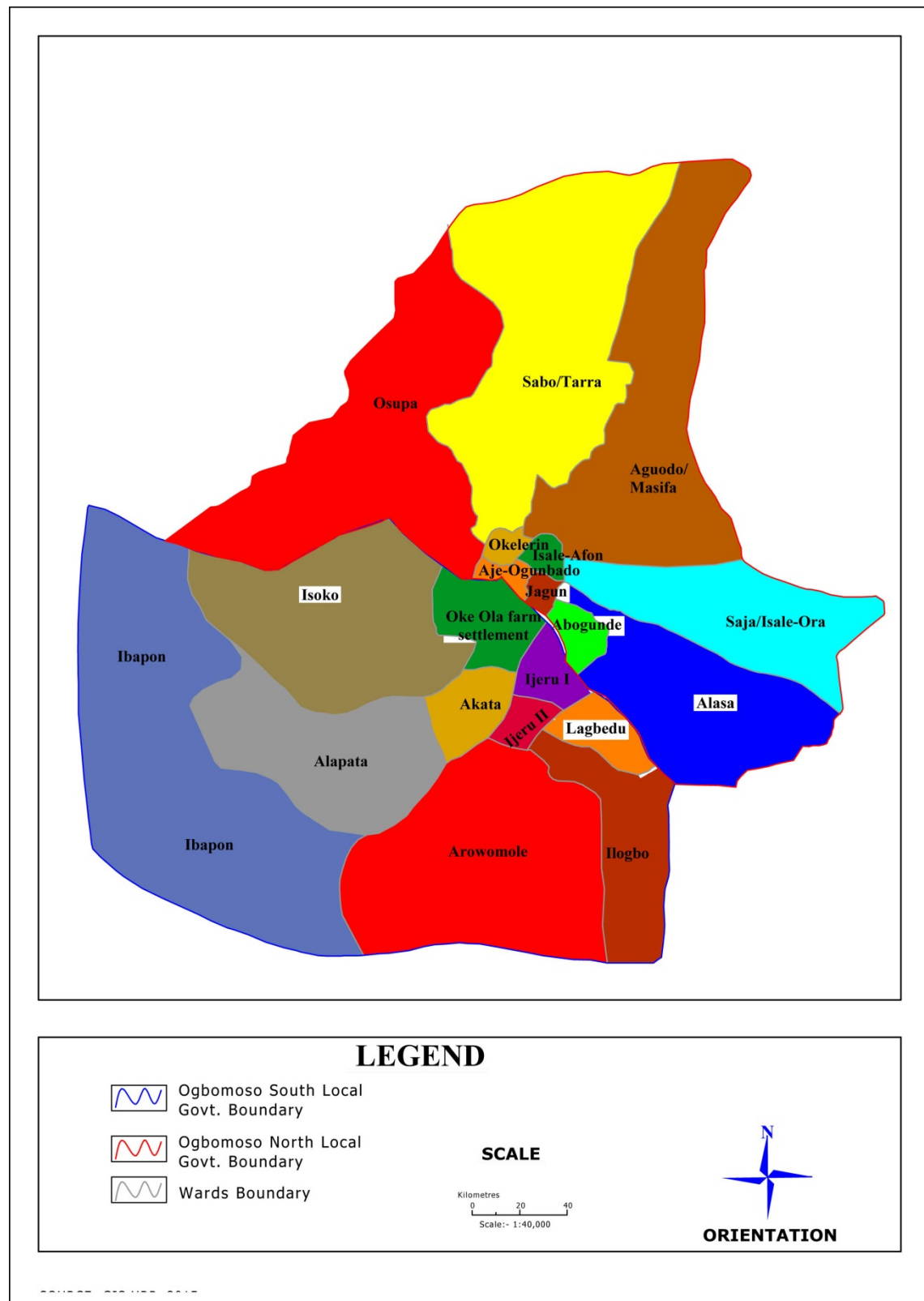
The present Ogbomoso North Local Government came into existence on 27th September, 1991 following the creation of more local governments nation-wide by the then military administration of General Ibrahim Gbadamosi Babagida, when Ogbomoso South Local Government was carved out from the defunct Ogbomoso local government with administrative headquarters located at Kinnira. The strategic location of the local government makes it an important route for travellers and a link between the southern and the northern part of the nation thereby boosting the region's economic power especially in business activities (Akinyode & Khan, 2013). Ogbomoso North local government area occupies a total land area of 246,641.65 hectares. It is bounded in the south by Ogbomoso South local government area; in the north and west by Oriire local government area and in the east by Surulere local government area. Ogbomoso North and South local government areas comprise of twenty wards as shown in Figure 1 and constitute the urban local government areas within the region. There are ten wards in Ogbomoso North at present and these include Abogunde, Osupa, Alasa, Sabo/Taara, Aguodo/Masifa, Isale Afon, Jagun, Aaje/Ogunbado, Isale ora/Saja and Okelerin.

4. Methods and Materials

Reconnaissance survey was carried out to familiarise the researchers with the study area. Structured questionnaire was prepared and administered to three categories of stakeholder through random sampling. The stakeholders include sellers, buyers and residents. Ogbomoso North Local Government area had a total population of 198,720 according to 2006 national population census and projected to 274,234 for the year 2017 at the growth rate 3.0%. Only 0.10% of the population was taken as the sample size which amount to 274 for data collection within the 10 wards in Ogbomoso North local government area.

Though, total population for each category of the stakeholders cannot be determined but different numbers of questionnaire was randomly administered in each of these categories. 120 questionnaires were administered to the residents within the 10 wards while the remaining 154 were administered to the buyers and sellers within the market. 67 and 87 questionnaires were distributed to buyers and

sellers respectively. The data were analysed with the aid of descriptive, correlation and regression analysis. The result was presented through frequency and percentage table. Hypothesizing that new market location is more beneficial to the public in terms of the provision of infrastructural facilities, its effects and safety to the public, it aimed at finding any significant effects of market's relocation on the public. Correlation and regression analysis were drawn between the educational status and income level of the public. The predictor of the income level of the public was the educational status of the sampled respondents.



Source: Authors' Field work, 2017.

5. Results and Discussions

Information was gathered from three different categories stakeholders and these include residents, sellers and buyers. The information pertained to their socio-economic attributes, perception on the relocation of the market and the provision of infrastructural facilities were obtained.

5.1 Respondents' Profile

This section explains the socio-economic profile of the respondents. As shown in Table 1, female takes the lion share among the respondents with total percentage of 67.15 while the remaining 32.85 percent are the male respondents. More women engaged in business than men. The respondents that fall within age 31-40 years are 43.43 percent and take the greater number among the respondents. This indicates that the majority of the respondents fall within the middle age. The respondents that fall within the age 41-50 years take the second largest number among the respondents with 25.18 percent. People of age 30 and below are either students or those who prefer to engage themselves in office work rather than participating in business activities compared with people within age 31 and 50. On the other hands, people of age 51 and above are old people that are not capable of running up and down for business activities. 70.07 percent of the respondents are married and takes the larger percentage of the respondents followed by the single with 14.96 percent. The respondents that fall within the divorcee and widow are few in number. This implies that married and single are mostly found in business activities while widow are mostly aged people that have no capability of engaging in business activities. In terms of their occupational status, trading takes the larger percentage with total percentage of 45.26 percent.

Table 1. Respondents' Profile

Variables	Frequency	Percentage
Sex		
Male	90	32.85
Female	184	67.15
Total	274	100.00
Age		
18-24 Years	18	06.57
25-30 Years	44	16.06
31-40 Years	119	43.43
41-50 Years	69	25.18
51-60 Years	17	06.20
60 Years & Above	07	02.56
Total	274	100.00
Marital status		
Single	41	14.96
Married	192	70.07
Divorced	14	05.11
Widowed	27	09.86
Total	274	100.00
Occupation		
Students	43	15.69
Civil servant	30	10.95
Farming	32	11.68
Trading	124	45.26
Others	45	16.42
Total	274	100.00
Income level		
Below N 5,000	40	14.60
N6,000 – N15,000	77	28.10
N16,000 - N25,000	88	32.12
N26,000 – N35,000	38	13.87
N36,000 – N50,000	31	11.31
Total	274	100.00
Education		

No formal	22	08.03
Nomadic	08	02.92
Primary	36	13.14
Secondary	151	55.11
Tertiary	57	20.80
Total	274	100.00

Source: Authors' Field work, 2017.

The study reveals that majority of those that falls within the trading category are majorly traders while the remaining are either students or civil servants as shown in Table 1. The income level of the respondents reveals that majority are low income earners. About 88.69 percent earn N35, 000.00 and below as their income (1 USD = N363.00 as at June, 2018). This reflects in their occupational status revealing that majority of them engage themselves in trading. This also shows in the level of their educational status. Majority of the respondents attend secondary school and below. The respondents that obtained secondary education certificate and below amount to 79.20 percent while only 20.80 percent obtained tertiary education certificate. It can therefore be inferred that majority of the respondents are not only low income earners but they are also low in educational attainment. To establish the effects of education on the income level of the respondents and how well the education is able to predict their income level, regression analysis was drawn. The regression analysis result shows statistical significance of .000 which means $p < .05$. This implies that educational status of the respondents predicts income level of the respondents and determines their income earners group. The correlation analysis between the educational status and income level of the respondents also indicates a significant positive relationship with correlation co-efficient 0.49, and R^2 adj value of 0.24 at a significance level of 5%. This revealed that there is a significant relationship between the educational status and income level of the public. This implies that, as the educational status of the public is increasing, their income level would be improving. In view of this, the educational level of the public determines their income level. Both the educational status and the income level of the public determine the perception of the public on the relocation of the market.

5.2 Public Perception on the Relocation of the Market

Perception of the public was sought on the relocation of the market. This was mainly to determine the importance of relocation, level of the importance, effect and awareness of the relocation as well as the facilities provided and the safety of the new location. 60.95 percent of the respondents see the importance of relocation of the market, 32.48 percent of the respondents say no to the importance of relocation of the market while the remaining 6.57 percent of the respondents are indifference. To rate the importance of relocation, 59.12 percent of the respondents rated the relocation of the market to be

important, 21.53 percent of the respondents rated it to be very important while only 19.35 percent of the respondents rated the relocation as not important as shown in Table 2.

Table 2. Public Perception on the Relocation of the Market

Variables	Frequency	Percentage
Importance of Relocation		
Yes	167	60.95
No	89	32.48
Neutral	18	6.57
Total	274	100.00
Importance Level		
Very important	59	21.53
Important	162	59.12
Not important	53	19.35
Total	274	100.00
Relocation Awareness		
Yes	260	94.89
No	14	5.11
Total	274	100.00
Relocation Positive Effect on the residents		
Yes	178	64.96
No	96	35.04
Total	274	100.00
Relocation Effect on the residents		
Reduction of traffic/human congestion	138	50.36
Reduction of environmental pollution	36	13.14
Easy accessibility to buy goods	70	25.55
Provision of shops	30	10.95
Total	274	100.00
Relocation Safety		
Very good	75	27.37
Good	149	54.38
Very bad	19	6.93
Bad	31	11.32
Total	274	100.00

Source: Authors' Field work, 2017.

Based on this, 80.65 percent of the respondents are of the opinion that relocation of the market is important while only 19.35 percent of the respondents do not see the importance of market relocation. The high rating of the relocation importance may be resulted from the fact that majority of the public were aware and agree with the relocation of the market. The authority involved in the relocation of the market carried the public along before the policy was implemented. When the respondents were asked if they were aware about the relocation of the market, 94.89 percent of the respondents claim to be aware about the relocation of the market while 5.11 percent of the respondents claim not to be aware. Researchers were prompted to ask if there is positive effect of the market's relocation on the residents. As shown in Table 2, majority of the respondents which amount to 64.96 percent of the respondents affirm that there are positive effects of market relocation on the residents while the remaining 35.04 percent could not see any positive effect of the relocation on the residents. The effects of market relocation on the residents according to the perception of the respondents include reduction of traffic/human congestion, reduction of environmental pollution and easy accessibility to buy goods as well as provision of shops. Reduction of traffic/human congestion takes the lion share and this amount to 50.35 percent as the positive effect of the market relocation on the residents. This is followed by easy accessibility to buy goods with total number of 25.55 percent of the respondents while reduction of environmental pollution and provision of shops take the least of the positive effects of the relocation of the market with 25.55 percent and 10.95 percent of the respondents respectively as shown in Table 2. 27.37 percent of the respondents indicate that the safety of the new location of the market is very good while 54.38 percent of the respondent indicate the security to be good. Only 6.93 percent and 11.32 percent of the respondents indicate the location to be very bad and bad respectively. In view of this, 81.75 percent of the respondents assess the security of the relocation of the market to be good. It can therefore be inferred that, the relocation of the market is beneficial to the public in terms of its importance, positive effects on the residents and security of people and goods.

5.3 Provision of Infrastructural Facilities in the Market

Perception of the respondents was sought on the provision of infrastructural facilities such as electricity, water supply, refuse dump and parking spaces as well as toilet and storage facilities. The survey reveals that there is no adequate provision of any of the infrastructural facilities in the market as shown in Table 3. Averagely, 90.00 percent of the respondents affirm non-provision of infrastructural facilities.

Table 3. Provision of Infrastructural Facilities

Provision of electricity	Frequency	Percentage
Yes	07	02,55
No	267	97.45
Total	274	100.00
Provision of water supply	Frequency	Percentage
Yes	07	02,55
No	267	97.45
Total	274	100.00
Provision of refuse dump	Frequency	Percentage
Yes	34	12.41
No	240	87.59
Total	274	100.00
Provision of parking spaces	Frequency	Percentage
Yes	34	12.41
No	240	87.59
Total	274	100.00
Provision of toilet	Frequency	Percentage
Yes	00	00.00
No	274	100.00
Total	274	100.00
Provision of storage facilities	Frequency	Percentage
Yes	00	00.00
No	274	100.00
Total	274	100.00

Source: Authors' Field work, 2017.

5.4 The Problems in the Relocation of the Market

The survey reveals that there are many problems being faced by the Residents, Sellers and the Buyers. About 67.50% of the respondents indicated that they are having problems towards securing a space within the market. This may be resulted from the bureaucratic delay in allocating the space to the people especially among the sellers. About 87.50% of the respondents asserted that they could not get the allocation of shop on time as a result of the bureaucratic delay. The remaining 6.30% and 6.30% claims that their major problem are finance and stress respectively in going to the new market site. As a result, the level of patronage to the market is not encouraging. Question was also asked from the

respondents if the level of patronage to the market is decreasing or increasing. About 76.20% of the respondents affirm that the level of patronage is decreasing while the remaining 23.80% affirms that the level is increasing. The bureaucratic delay in allocating the shops in the new market coupled with the stress and financial situation of both the residents, sellers and buyers grossly have effects on the patronage of the new market location. Besides, respondents that remained in the old location decided not to move to the new location based on the long distance of the new market location and because of the fact that majority are leaving around the old market.

This is as a result of the fact that majority are low income earners who could not afford high cost of transportation all the time to and fro the new market place. These problems have consequently led to illegal construction of shops and the extension of shops towards the road within the new market location without the approval of the authority. As a result, the environment of the market becomes untidy without taking into consideration safety, comfort and conveniences of the both the sellers and buyers.

6. Conclusion and Policy Implications

Market is a physical institution for the collection, distribution and exchange of goods and services. It is also an agent through which people of different social, economic and cultural backgrounds come together for socialisation and interaction. The importance of public perception on siting and relocation of market cannot be over emphasised if the purpose of sitting and relocating the market would be achieved. Besides, the beauty, convenience and functionality of the city where the market is sited through proper planning would not be jeopardised. To ensure appropriate and operational managements of any project like market, it would be of importance for the government to get the public involved in the planning and implementation of the project. Taking the decision alone by the government without getting the public involved may result to the abandonment of the project or inefficient patronage. This study had examined public perception on relocating Wazobia market within Ogbomosho north local government area. The outcomes of the study discovered that, educational status greatly influences the income level of the public and this determines their perception on the relocation of the market. This implies that income level has the potential to be determined by the educational status of the public. Though, the study also reveals that public were aware of the relocation of the market but they were not taking into consideration in understanding the needs of the marketers especially in the provision of some basic infrastructural facilities. The improper planning and lack of provision of basic infrastructural facilities such as waste disposal site, electricity, postal services and standard parking spaces as well as toilets facilities make the new market not be comfortable and attracts low patronage by the marketers.

The available stalls provided within the market are not well organised that led to improper display of

goods along the roads and prevent free flow of both pedestrians and vehicular traffic. Indiscriminate parking within the market and along the road added to untidy appearance of the market. In view of this, the authors are of the opinion that provision should be made for necessary infrastructural facilities to enhance the conveniences and comfort of the users. The provision of adequate infrastructural facilities, road network and parking facilities will attract more patronage to the new market place. Though, at present, there is improper planning of the market, the authors are of the opinion that both the local and state governments can still be in collaboration to prepare master plan for the market. Ogbomoso north local government should be of assistance in making provision for necessary infrastructural facilities to ensure market's environment that is comfortable for the marketers regardless of their educational and income level. The local planning authority should also see to the proper implementation and monitoring of the plan. This will prevent haphazard development of the market, prevent illegal and unauthorised conversion of land within the market.

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