

# **Influence of Selected Economic Factors on Choice of Marketing Channels for Pineapples in Karimoni Ward in Thika Sub-County**

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## **Abstract**

This study focuses on economic factors influencing choice of marketing channels for pineapples in Thika Sub County, Karimoni ward. Marketing agricultural produce is important amongst farmers because they derive benefits such as income and rural employment. Worldwide, the main problem with pineapple marketing channels is that farmers and traders do not know which channels to use to minimize cost and maximize profit in the pineapple business. Demand for pineapples has risen due to the changing lifestyle and healthy eating trends hence there is need for a more efficient marketing channel. The objectives in this study are determining how farm price, road infrastructure and access to market information, influence choice of marketing channels in Karimoni ward, Thika Sub County. The study relied on primary data. Data was collected using structured questionnaires. The research design was cross sectional survey, which collects data at a point in time. The target population was 200 pineapple farmers and traders. Simple random sampling technique was used to obtain the sample to use in the study. The sample consisted of 50 respondents. The sample size was determined using Krejcie and Morgan (1970) formula. Frequencies, tables, percentages and correlation were used to show the relationships between independent and dependent variables. Data was analyzed using statistical package for social sciences (SPSS). The study revealed that women are more involved in pineapple marketing, most of the respondents had primary level education, they were middle aged and had a lot of experience in selling pineapples. The first objective was influence of price on choice of marketing channel for pineapples. It reflected that price of pineapples negatively influenced choice of marketing channel for pineapples. The second objective was access to market information largely influenced choice of marketing channels. Thus, efforts to improve on sources of information like television and extension services will help farmers to easily choose a market channel. The third objective was to determine influence of road infrastructure on choice of pineapple marketing channel. It was measured in terms of road quality and distance. Road quality highly influenced choice of marketing channel while road quality moderately influenced choice of marketing channel for pineapples in Karimoni ward. The study recommends that the government should improve road quality.