Users' Satisfaction of Facilities in Mowe Market along Lagos-Ibadan Expressway

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User requirements are a basic principle in the planning and design of urban facilities. They strongly relate to the users' satisfaction, particularly with traditional markets and modern shopping facilities. The study examines the users' (buyers and sellers) satisfaction with facilities in the Mowe market along the Lagos-Ibadan expressway. The sampling frame for the buyers (1392) and sellers (754) emanated from market management. The sample size emerged from a 10% sample of the buyers and sellers, utilising a simple random sampling technique to collect data from (n=145) respondents using a structured questionnaire. The study utilised a 5-point Likert summation scale and multiple linear regression for data analysis. Findings reveal that 59% of the respondents are between 30-49 years, 36.3% have attained secondary education, and 71.9% are employed and largely in the informal sector. The Likert scale of satisfaction reveals that the buyers are moderately satisfied with safety and security (2.83), firefighting (2.80) and spaces for buying and selling (2.73) and these are the least three factors in that category. In contrast, the sellers are dissatisfied with the condition of the shops and stalls (2.48), cleanliness (2.33) and noise levels (2.02). Inferential evidence reveals that both age ($t = -2.706$; $\beta = -0.091$, $sig = 0.008 < 0.05$) and level of education ($t = -0.698$; $\beta = -0.028$, $sig = 0.486 > 0.05$) have negative prediction for satisfaction. The study concludes that apart from the general market condition, safety and security is the most critical factor to consider in the management plan for the Mowe market. The study recommends a regeneration plan towards improving the general conditions of the market to enhance users' satisfaction.

Keywords: Mowe, Market, Users, Satisfaction, Facilities

INTRODUCTION

Markets are the economic base of the people who can move the economy's wheels (Martin, 2017). As Fakere and Fadamiro (2012) reported, markets are essential in the economic life of the people, and they are indispensable in the distribution of a commodity. The World Bank (2009) defined a market as an institution, system, social relations, procedures, and infrastructure to enable businesses to sell their goods, services, and labour in exchange for money to people. Okosun *et al*. (2016) describe a market as one of the equivalences of sister institutions, social relations and infrastructures, whereby parties exchange goods and services. This exchange leads to interactions between persons in space which influences how people relate and how the availability and adequacy of facilities can heighten services. Accordingly, a system of marketplaces facilitates the satisfaction of increasing mutual demand for the products of one part of a country by another (Vasic *et al*., 2019). This way, it functions as a distributive system within the local economy. An integral component of markets contributing to its successful operation is the facilities and amenities provided (Budiono *et al*., 2021). Oladapo and Adebayo (2014) accentuated that adequate provision of facilities has notable advantages, especially in market patronage and satisfaction. It is crucial to provide market users with quality experiences and satisfaction through facilities and exemplary service.

Satisfaction is fulfilling a person's needs and expectations after evaluating and using a product or service. Since satisfaction is a subjective concept (needs, emotions) and a resource or service is an objective concept, satisfaction or dissatisfaction may vary from one person to the other for a given product or service (Adirinekso *et al*., 2020). Evaluation of market facilities reflects users' perception of the market and its services. Satisfying facility users should be one of the main objectives of providing such a facility in the first instance. Sujatha and Priya (2015) believed that user satisfaction positively affects an organisation's profitability, commercial and public institutions inclusive. Oluwunmi *et al*. (2012) stated that more is needed to satisfy users but to ensure they are extremely satisfied. According to Malik *et al*. (2012), customer satisfaction is considered the most critical factor in gaining a competitive advantage in the business world. Customer satisfaction influences both the success and sustainability of markets (Sulehri *et al*., 2021). Dwi and Rachmina (2011) revealed that customers are reluctant to shop in some markets for several reasons. It includes poor atmospheric conditions (crowded, hot and smelly, unclean), improper arrangements, low-security levels and inadequate facilities and amenities to support convenient shopping. Market facilities and conditions can be assessed regarding users (buyers and sellers) as they use the facilities available in the market and also undergo transactions. Moreover, it showed that consumers are increasingly interested in shopping in modern markets with excellent facilities.

Noteworthy, the physical environment is vital to market operations in any society globally. It consists

of the basic facilities, amenities and services needed to support such an environment. Balogun (2012) opined that traditional markets in Nigeria have physical and environmental problems. It consists of environmental decay caused by poor waste management, traffic congestion, open drains, and lack of public toilets and water supply—the absence of facilities risks users' health, satisfaction and patronage, posing a problem. It is important to note that several studies regarding market satisfaction abound in Nigeria. Adeyinka *et al*. (2016) assessed market facilities and locational effects on adjoining neighbourhoods in Akure, Nigeria. The findings showed inadequate facilities such as parking and trading spaces, fire extinguishers, circulation, safe areas for children, perimeter fencing, and loading and off-loading bays.

In comparison, on-street displays of goods, traffic congestion, and on-street parking due to inadequate parking spaces were the perceived locational effects. Thus, markets constituted nuisances to the adjoining areas. Okosun *et al*. (2016) studied the market condition in Ekiti State, Nigeria, revealing the inadequate and dilapidated facilities available to market traders, which further affects patronage. It concluded that it is essential to improve the market conditions through additional provision and maintenance services by engaging private management firms in inspecting facilities. Adeleye (2016) assessed residents' satisfaction with Mammy Markets in Military Cantonments in Lagos, Nigeria. It revealed that residents were somewhat satisfied but more satisfied with the location and security, concluding that trading is imperative to improve residents' and traders' satisfaction. Away from Nigeria, Kartikasari *et al*. (2018) examined customer satisfaction in traditional markets in Indonesia to find out the priority strategies for improving the traditional market performance. From the preceding, it is evident that the studies focused on market user satisfaction in the city centres. Hence, there is a need to investigate and validate the consistency in findings on market facilities on customer satisfaction in locations unknown, such as peri-urban areas. Peri-urban area is a mixed and transition zones, interfaces between rural and urban areas, with potential for agriculture, distinct from a multi-functional perspective (Gottero, 2019).

The paucity of studies on traditional markets in peri-urban areas leaves policymakers, managers, and professionals with incomplete information on the operational performance of the most affordable and accessible markets to the public (Adeyinka *et al*., 2016). A market's poor performance can significantly impede access, satisfaction, and economic, physical and social objectives. The study advocates for ways to improve market services such as personnel, maintenance, customer service, information, facility adequacy, and functionality and to sustain positive customer satisfaction.

LITERATURE REVIEW

Over the last one decade, evidence from literature suggests that the study of users' satisfaction with shopping facilities is gaining popularity among researchers, particularly those in the built environment. This may be due to the transition in the development of traditional shopping facilities in the form of markets to modern shopping malls. Many of the studies reviewed suggest that factors influencing users' satisfaction with shopping facilities is multidimensional, ranging from the users' demographics to quality of the physical environment, facilities provided and the management system adopted for the facilities (Dubihlela & Dubihlela, 2014; Makgopa, 2018; Akinshipe, 2018; Rashmi, 2021). Interestingly, not many of these studies were carried out in Nigeria, hence, their findings are beneficial in this paper.

Dubihlela and Dubihlela (2014) identified the main features of a shopping mall that govern customer satisfaction in Southern Gauteng in South Africa. The study reveals the important shopping mall features in South Africa and confirms that they are positively related to customer satisfaction and mall patronage. Specifically, it underlines five major features for the South African market which are merchandising, atmosphere, accessibility, entertainment, and in-mall convenience. The authors confirmed that the findings are consistent with Arslan *et al*. (2010) Turkish consumers' study which revealed comfort, retail environment, conditions, socialising in a secure environment, leisure and accessibility as important components of mall attributes. The study recommends that shopping mall developers can utilise the results in designing the shopping malls that appeal to visitors to enhance the levels of both customer satisfaction and patronage.

In a study of users' satisfaction with facilities in Akure mall, southwest Nigeria, Akinshipe (2018) established that all facilities in the mall were ranked above average; and that the indoor air quality was ranked as the highest on the satisfaction index. While the study also showed that the mall's internet facilities had some deficiencies, it concludes that the present state of the mall should be made a benchmark for future improvements. This submission may be connected with the fact that shopping facilities in Akure are generally traditional markets with low quality facilities.

Makgopa (2018) explored the factors which determine shopping malls customers' satisfaction in Gauteng Province, South Africa using quantitative research approach. The results showed that the satisfaction level amongst the shopping mall customers tend to be high and further revealed that age and gender are major demographics influencing customers' satisfaction levels and loyalty at the shopping mall. The high level of satisfaction experienced could reflect the high quality of construction and facilities associated with shopping malls across the world while

the age and gender influence are a confirmation of the differences in the taste across different age groups and gender.

Rasmi (2021) investigated customer satisfaction in Bangalore shopping malls, India and observed that many shopping malls have mushroomed all over India that are frequented by customers. The author concludes that the key factor that affects customer satisfaction is the mall environment. The ambience and facilities, personnel, shopping ease and convenience were other major factors influencing users' satisfaction. The significance of the study lies in the fact that it helps mall management to understand how they can create a mall environment that would positively impact customer satisfaction.

While it can be argued that the study of users' satisfaction of shopping facilities is not new, such study on traditional markets in Nigeria is very scanty in literature. What is common in the global south are studies on the characteristics, planning and design of the market and shopping facilities. This gap perhaps is responsible for the poor condition and the experience of users of many traditional markets in Nigeria. A deeper knowledge on how users perceive the facilities in traditional markets and what their preferences are would provide insights on what improvements are needed. Therefore, the fundamental motivation for this research is to create a body of knowledge upon which further studies on users' satisfaction with facilities in traditional markets can be based. Application of findings in this study is expected to enhance users' satisfaction and patronage of traditional markets.

RESEARCH METHODS

Study Area- Mowe Market

Based on information obtained from the Ogun State Regional Plan (2008), the Mowe market falls within the Development Pressure Area (DPA) of the Lagos-Ibadan expressway, a 130 km national transit corridor of dual carriage highway linking Lagos State, the commercial and industrial capital of Nigeria to the rest of the country. In the aerial distance, the DPA of the expressway is about 32 kilometres between the Isheri North end of Lagos State and the Sagamu Interchange of the Expressway in Ogun State. The DPA falls within Ogun state; it largely depends on Lagos for survival. The DPA constitutes three major zones: Isheri, Ibafo and Sagamu Interchange, located north of Lagos at 0-10km, 10-20km, and beyond 20km, respectively. Mowe market falls within the Sagamu Interchange zone (the last 10km band of the DPA). As shown in Figure 1, the most dominant settlement in the DPA are Arepo (Isheri zone), Ibafo (Ibafo zone) and Mowe (Sagamu Interchange zone). Apart from Mowe, other settlements in the Sagamu Interchange zone include the Gateway City, the Redemption Camp, CETEP University, Ofada, and Asese.

The choice of the Mowe market is due to its rapid growth over the last three decades, and the rapid growth is primarily due to its proximity to the Redemption camp of the Redeemed Christian Church of God. The camp, established in 1983, has grown into a full fledge self-sustaining city with a global brand and attracts millions of worshippers across the globe during the monthly Holy Ghost services, annual Conventions and other prominent church events. Mowe market started as a traditional periodic market that operated once every nine days. Over the years, the Market has grown to a daily market due to rapid development along the Lagos-Ibadan expressway. The Market consists of lock-up shops, stalls and hawkers dealing in products such as perishable goods (vegetables, tomatoes, and fruits), fish, meat, food (yam, potatoes, cassava flour), accessories, traditional herbs, clothing, handicrafts, and industrial materials, amongst others. The Lagos-Ibadan Expressway services the Market regarding accessibility (See Figure 2), with a pedestrian bridge constructed to access the Market for safety. On market days, activities extend to the right of way, causing pedestrian and vehicular congestion, connoting its importance as the primary exchange point for residents and traders within the Lagos-peri-urban area.

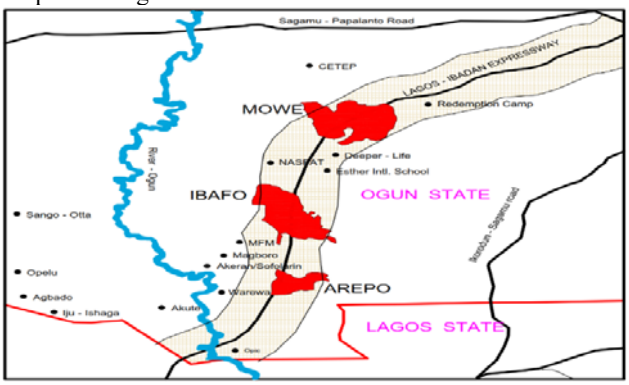

Figure 1: Spatial location of dominant settlements within the Development Pressure Area along Lagos-Ibadan Expressway, Nigeria
Source: Ogun State Development Pressure Area Report (2005)

Figure 2: Geographical location of Mowe Market
Source: Author's Field Survey, 2021

Methods

This section addresses the structure and strategy of investigating issues related to user satisfaction in the market. This study adopted the survey research design as it helps describe the characteristics of a large population. Besides, it ensures broad capability and accuracy in drawing conclusions and making important decisions. It is equally most appropriate for social research. This study's population is the market users, consisting of customers (buyers) and traders (sellers). Accordingly, the sample frame for the customers originated from the market management, who stated that there are about 1,392 customers who patronize the market on a daily.

Sample Size for (Buyers) Customers

In deriving the sample size for customers, 10% of the total sample frame (1,392) was used to optimize labour and time (Alade *et al*., 2019).

$$n = \frac{\text{Chosen \% x Sample frame}}{100}$$

$$\frac{10 \times 1392}{100} = 139.2$$

Hence, the sample size is 139 customers, representing the total number of customers sampled.

Sample size for (Sellers) Traders

The number of lock-up shops and stalls for the market primarily needed to reflect the number of traders (sellers) in the market. For instance, in most cases, two or more traders shared the same stall, while others displayed their wares in available spaces unallocated to them. However, for this study, the number of stalls, lock-up shops, and trading spaces without stalls was used to identify the legitimate sellers in the market. The sample frame for customers (i.e., the number of stalls and lock-up shop owners and traders without stalls) in the market was 754. Accordingly, 10% of the sample frame (see Table 1) was used to derive the size (Alade *et al*., 2019).

Table 1: **Sample Estimates for (Sellers) Traders**

S/n	Street	Units	Sample size (10%)
1	Stalls	56	06
2	Lock up Shops	221	22
3	Traders without Stalls	477	47
Total		**754**	**75**

Sampling Procedure

The study utilised a simple random sampling technique to administer the questionnaire. The availability of/and accessibility to buyers and sellers in the market justifies this technique (Okosun et al., 2016; Okosun, 2017). The sampling procedure entailed the identification of the respondents (buyers and sellers), the selection of the respondents at the market and conducting the survey using a structured questionnaire disseminated to respondents. We disseminated two hundred and fourteen (214) questionnaires, with one hundred and forty-five (145) satisfactorily completed [67.76% response rate, higher than the average response rate of 52.7%] (Baruch & Holtom, 2008). Data for the study were descriptive and inferential analyses using frequency tables, the Likert scale of summation, and multiple regression statistical tools through the SPSS data analyses software.

RESULTS AND DISCUSSION

This section reveals the results on the socioeconomic characteristics of respondents (Table 2), user satisfaction with market facilities (Table 3) and the test of hypothesis (Table 4).

Socio-Economic Characteristics of Respondents

Socioeconomic characteristics are central to customer satisfaction. The variables include age, marital status, the highest level of education, employment status, and income. Table 2 shows that most respondents (sellers and buyers) fall between 30-49 years old, reflecting a

productive age and market-goers demographic. The age of respondents is essential to gauge perceptions regarding satisfaction while making interventions that could suit all age groups (Marketing Sherpa, 2017). Furthermore, most sellers (65.1%) and buyers (63.4%) are married, which complements the earlier reported age group. The two variables reflect family-demographic data pertinent to this study, as people who fit this group do more grocery shopping and cooking than other marital classes (Makgopa, 2018; Schaeffer, 2019).

Regarding education level, most sellers (30.2%) and buyers (41.5%) have attained at least a secondary school education. It implies that most respondents are relatively educated, putting them (buyers and sellers) in a better position for more substantial engagement between themselves (Klemera, 2014). Furthermore, this level of education is suitable and provides a critical assessment of market management and customer service. The data shows the employed status of sellers (9.2%) and sellers (67.5%). It implies a relatively high level of employment among the respondents, which may be due to their level of education. Owing to most respondents employed, 54% of the sellers and 40.3% of the buyers earn an income between N50,000 to N100,000 monthly. It connotes that everyone interviewed in the survey earns above the minimum wage (N30,000) but still falls in the low-income group (Talent PEO Africa, 2022).

Table 2: Socio-Economic Characteristics of Users

Age	**Seller**		**Buyer**		**Total**	
	Freq	**%**	**Freq**	**%**	**Freq**	**%**
20-29 years	13	20.6	21	25.6	34	23.3
30-39 years	22	34.9	21	25.6	43	29.5
40-49 years	19	30.2	24	29.3	43	29.5
50-59 years	7	11.1	8	9.8	15	10.3
60 years and above	2	3.2	8	9.8	11	7.5
Marital Status	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Single	13	20.6	19	23.2	32	21.9
Married	41	65.1	52	63.4	94	64.4
separated/ widowed/ divorced	9	14.3	11	13.4	20	13.7
Level of education	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
No formal education	10	15.9	6	7.3	17	11.6
Primary	17	27.0	19	23.2	36	24.7
Secondary	19	30.2	34	41.5	53	36.3
Tertiary	17	27.0	23	28.0	40	27.4
Employment Status	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Employed	60	95.2	57	67.5	105	71.9
Unemployed	-	-	9	11.0	21	14.3
Retired	3	4.8	16	19.5	19	13.8
Income Range	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Below N50,000	3	4.8	7	8.5	10	6.8
N50,00 – N100,000	34	54.0	33	40.3	67	45.9
N100,000 – N150,000	21	33.3	27	32.9	48	32.9
N150,000 – N200,000	4	6.3	13	15.9	17	11.6
N200, 000 and above	1	1.6	3	3.6	4	2.8

Users' Satisfaction Index of Facilities in Mowe Market

It is established in the literature that the deficits in the provision of facilities and dissatisfaction with various elements needed in markets can infer patronage and level of service. To this end, the study investigated how satisfied respondents are with market facilities and services. The study uses twenty-seven (27) variables regarding facilities and services (Food and Agriculture Organization [FAO], 1999; Balogun, 2012) to which respondents rated their level of satisfaction on each service using any of the five Likert's scale with their weight value: *very dissatisfied (1), dissatisfied (2), moderately satisfied (3), satisfied (4) and very satisfied (5).* We obtain the summation of the weight value (SWV) for each service from the addition of the product of the weight value of each rating and the number of responses to each rating. The USI was finally obtained by dividing SWV by the total respondents that rated each service. This is expressed mathematically as: $USI = \frac{\Sigma SWV}{N}$

Where: SWV = Summation of Weight Value

Xi = number of respondents to rating an attribute i; and

Yi = the weight assigned a value (i = 1, 2, 3, 4, 5).

SDV= Standard Deviation

Presented in Table 3 is the user satisfaction index for the buyers and sellers. As used by Morenikeji (2006), the cut-off points for the mean of each variable are as follows. We consider any mean score ranging from 1.0– 1.49 as Very dissatisfied; 1.50 – 2.49 as Dissatisfied; 2.5 – 3.49 Moderately satisfied; 3.5 – 4.49 as Satisfied; 4.45 and above - Very satisfied. Accordingly, the nearer the USI to 5, the more satisfied the respondents are with the facilities and services and vice-versa.

The mean *USI* for buyers is 2.90, implying that most buyers were moderately satisfied with the market facilities and services. Moreover, if the mean respondents' mean values for each variable fall within *2.5 – 3.49, it connotes moderate satisfaction.* For example, the top-five facilities and conditions the buyers were moderately satisfied with include the administrative buildings (3.49), signages (3.26), pollution level (3.24), parking (3.24) and market condition (3.23). Summarily, buyers are more satisfied with the responsiveness of the market regarding administration and wayfinding. It includes information and assistance on where to get items and how to navigate the market.

Furthermore, it is enlightening to be precise regarding those facilities rated below the average by respondents. Noteworthy, no facility was rated dissatisfactory *(those between 1.50 – 2.49).* However, it is essential to report the least five ratings, which include the condition of the shops and stalls (2.84), mechanic workshops (2.83), state of safety and security of the market (2.83), firefighting preparedness (2.80) and spaces for buying and selling (2.73). In a nutshell, buyers were more concerned with their safety and security in the market. For example, fire preparedness is a strong indicator of safety and security, and the market does not meet that expectation. The dissatisfaction or concerns stems from the spate of fire occurrences in many traditional markets in Nigeria. Consequently, the buyers quickly pointed out the deficit in firefighting equipment to combat emergencies. Likewise, owing to the condition of some market sellers sharing shops or stalls, buyers will perceive the conditions of the transaction as inconvenient.

The mean *USI* for sellers is 2.84, implying that most buyers were moderately satisfied with the market facilities and services. Moreover, if the mean respondents' mean values for each variable fall within *2.5 – 3.49, it connotes moderate satisfaction.* For example, the top-five facilities and conditions the buyers were moderately satisfied with include the market's layout (3.35), toilet (3.35), walkways (3.30), electricity supply (3.16), and waste disposal (3.06). In summary, the sellers were more satisfied with the physical components of the markets. It is not far-fetched as there are two toilets with good water supply to maintain their conditions. Likewise, a state government refuse van is in the market where waste is deposited and collected by the Ogun State Waste Management Authority (OGWAMA). Noteworthy, three facilities were rated dissatisfactory by the buyers, and they include the state of the shops and stalls (2.48), cleanliness (2.33) and noise level (2.02). The three elements least satisfied with by the sellers were the conditions of the shops and stalls, cleanliness, and noise levels. These responses are not far-fetched as they often stay longer in the market and can provide a better evaluation regarding market conditions, cleanliness and the intensity of activities in the market. Accordingly, the sellers are mostly dissatisfied with the condition of the market.

The aggregate (buyers and sellers) USI is 2.87, implying the consensus of moderate satisfaction with market facilities. Notably, no facility was rated above 3.49 (peak of the moderate range) as the top-five includes toilet (3.28), layout (3.24), electricity supply (3.18), administrative building (3.17) and waste disposal (3.17). No facility was rated dissatisfactory by the buyers and sellers. However, the least five facilities include facilities for spaces for buying and selling (2.81), fire-fighting (2.79), safety and security (2.77), poor mechanic workshop (2.77), and noise level (2.70).

Table 3: Users' Satisfaction Index of Facilities in Mowe Market

S/n	Facilities/Indicators	Buyers		Facilities/Indicators	Sellers		Facilities/Indicators	Total	
		USI	SDV		USI	SDV		USI	SDV
1	Administrative building	3.49	0.89	Layout	3.35	0.86	Toilet	3.28	0.887
2	Signages	3.26	0.79	Toilet	3.35	0.91	Layout	3.24	0.884
3	Pollution level	3.24	0.84	Walkways	3.30	0.97	Electricity supply	3.18	0.998
4	Parking	3.24	0.81	Electricity supply	3.16	0.88	Administrative building	3.17	1.02
5	Market condition	3.23	0.85	Waste disposal	3.08	0.92	Waste disposal	3.17	0.890
6	Waste disposal	3.23	0.86	Drainage	3.02	0.90	Pollution level	3.14	0.92
7	Water	3.23	0.80	Pollution level	3.02	1.00	Signages	3.11	0.87
8	Toilet	3.23	0.86	Parking	2.94	0.93	Drainage	3.11	0.88
9	Cleanliness	3.22	0.84	Signages	2.92	0.93	Parking	3.11	0.87
10	Noise level	3.22	0.83	Health	2.92	0.97	Walkways	3.09	1.06
11	Health	3.21	0.84	Recreation	2.92	1.03	Health	3.08	0.90
12	Electricity supply	3.20	1.08	Spaces for buying and selling	2.90	0.94	Beauty/Aesthetics	3.07	0.89
13	Lighting	3.20	0.85	Lighting	2.87	0.95	Lighting	3.06	0.91
14	Drainage	3.18	0.86	Beauty/Aesthetics	2.86	0.89	Water	3.05	0.83
15	Service of the trader	3.16	0.80	Religious facilities	2.83	0.89	Spaces for loading/offloading	3.05	0.92
16	Layout	3.16	0.89	Spaces for loading/offloading	2.81	0.99	Service of Trader	2.90	0.98
17	Restaurants and eating area	3.11	0.87	Water	2.81	0.82	Recreation	2.90	1.06
18	ATM points	3.04	0.93	Road/Access	2.79	1.05	ATM points	2.89	1.00
19	Road/Access	2.94	0.99	Fire-fighting	2.76	0.96	Restaurants and eating area	2.88	1.04
20	Walkways	2.93	1.09	Administrative building	2.76	1.04	Road/Access	2.88	1.02
21	Recreation	2.89	1.10	ATM points	2.70	1.05	Religious facilities	2.86	0.97
22	Religious facilities	2.88	1.03	Safety and security	2.70	1.05	Cleanliness	2.83	0.91
23	Shops and stalls	2.84	1.04	Mechanic workshop	2.68	1.13	Spaces for buying and selling	2.81	1.07
24	Mechanic workshop	2.83	1.18	Restaurants and eating area	2.57	1.17	Fire-fighting	2.79	1.09
25	Safety and security	2.83	1.10	Shops and Stalls	2.48	1.01	Safety and security	2.77	1.08
26	Fire-fighting	2.80	1.19	Cleanliness	2.33	0.74	Mechanic workshop	2.77	1.16
27	Spaces for buying and selling	2.73	1.16	Noise level	2.02	0.52	Noise level	2.70	0.93
		Σ=78.32			**Σ=76.85**			**Σ=77.75**	
Mean of Σ*USI* /N= 78.32/27= 2.90				**Mean of Σ*USI* /N= 76.85/27= 2.84**			**Mean of Σ*USI* /N= 77.75/27= 2.87**		

Research Hypothesis

The hypothesis for this study provides a solid foundation and direction to make necessary predictions about socioeconomic characteristics on user satisfaction. The study utilises multiple linear regression to show correlation and prediction between socioeconomic and other dependent variables. The central hypothesis in this study is that "*there is no correlation between the socioeconomic characteristics of users and satisfaction with the market facilities.*"

As shown in model (i) in Table 4, the R square value is 0.184 at a standard error estimate of 0.459. The R square implies that the socioeconomic variables predict user satisfaction by 18%. Model (ii) in Table 4 also shows that the F value of 144 degrees of freedom is 7.914, and the tabulated value is 0.00; therefore, we accept the alternative hypothesis since it is less than the p-value of 0.05. We reject the null hypothesis, which means there is a statistically significant correlation between the socioeconomic status of the market uses and satisfaction with facilities in the market. It implies that socioeconomic factors predict satisfaction with facilities in the market.

Table 4: Correlation between the socio-economic characteristics of users and satisfaction with the market facilities

Model	R	R Square	Adjusted R square	Std. Error of the Estimate
I	0.429[a]	0.184	0.161	0.459

Model ii		Sum of squares	Df	Mean Square	F	Sig
	Regression	6.659	4	1.665	7.914	.000[b]
	Residual	29.451	140	.210		
	Total	36.110	144			

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
iii	(Constant)	1.557	.192		8.111	.000
	Age group	-.091	.033	-.210	-2.706	.008
	marital statues	.032	.065	.038	.492	.624
	level of education	-.028	.040	-.054	-.698	.486
	employment status	.092	.019	.364	4.758	.000

a. Dependent Variable: Satisfaction of amenities
b. Predictors: (Constant) Age group, marital status, level of education, employment status

Furthermore, model (iii) in Table 4 showed that age had a negative prediction of satisfaction (t= - 2.706; β = -0.091, sig = 0.008 < 0.05). More so, the level of education also appears to be a negative predictor of satisfaction (t= -0.698; β = -0.028, sig = 0. 486 > 0.05). However, marital status (t= 0.492; β = - 0.028, sig = 0. 624> 0.05); and employment status (t= 4.758; β = - 0.092, sig = 0.000 < 0.05), respectively, had a positive prediction of satisfaction with market facilities. Based on the result, the socioeconomic status of the users explains satisfaction. However, the higher the market patrons' age and education level, the less satisfied they are with the market facilities. In other words, older and more educated users are generally dissatisfied with market facilities.

CONCLUSION AND RECOMMENDATIONS

The study established that the commonality in facilities buyers and sellers were least satisfied with includes safety and security, fire-fighting preparedness, spaces of buying and selling, conditions of shops and stalls, poor mechanic workshop, cleanliness and the condition of the market. Accordingly, the users place these facilities in high esteem for seamless market transactions, but these need to be adequately met by the performances of the market management. Therefore, the study recommends the following:

As a significant market along the Lagos-Ibadan Corridor, serving settlements in Ogun and Lagos States, the Mowe market should be provided with the required facilities as a matter of urgency to prevent any developmental challenge such as urban decay or the decline in physical or economic activities of the area. Hence, all stakeholders in the market should collaboratively be given the tools and enabling environment by the Ogun State Government to take proper care of their existing facilities and amenities to ensure their sustainability. A vital component to ensuring the market's sustainability is addressing hygiene issues to improve its condition. Specifically, the surrounding is essential for public health concerns;

hence, cleaning the market should be a routine (daily/weekly). Although the buyers and cleaners are satisfied with the waste disposal facilities, the state of cleanliness of the market among the sellers is a significant concern. Hence, using cleaning services can be imperative, with payment from sellers or drafting a roaster of sellers to clean on rotation can be a cost-effective self-help approach. The sustainability of this approach can lead to a maintenance routine, which will impact the market's condition, thus improving aesthetics, pollution and noise levels, the eating areas, spaces for buying and selling, and safety and security.

There is a need for the market to be prepared and resilient against safety and security threats common in markets, such as emergencies, fire hazards, and crimes. Thus, the need to improve responsiveness is vital for better user satisfaction. Improving the efficiency of the market is essential as equipping them with first aid boxes with qualified/experienced personnel (nurses, members of the Red Cross or sellers) to help during emergencies is an excellent first step. With many markets experiencing fire accidents, there is a need for market management to invest in large water tanks for fire emergencies. It should extend to seeking other options such as fire extinguishers for little fires and fire hydrants for medium to large fires to mitigate the effects of fire to adjoining properties or areas.

Policing and effective market management can ameliorate the issue of crimes limiting user satisfaction. It includes fencing the market should be a priority to define territory and boundaries as a form of control over the space (market). Juveniles with no business in the market should not be allowed into the motor park. Besides, safety and security can improve by using uniformed and non-uniformed security officials. The security officials will function as market guardians to imbibe a sense of security. Even though buyers and sellers rated lighting as satisfactory, improving morning and night illumination is imperative for users' safety. In fixing lighting, they should be very bright, easy to maintain, and vandal-proof, so the bulbs are not exposed and cannot be destroyed. The use of solar panel lighting is a sustainable technological substitute for orthodox lighting.

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