

UNDERSTANDING THE DYNAMICS OF MIGRANT TRADERS IN SEASONAL MICRO BUSINESSES IN MAIDUGURI METROPOLIS; A STUDY OF VEGETABLES AND FRUITS TRADERS

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ABSTRACT

Understanding the dynamics of migrant traders on seasonal micro businesses in Maiduguri metropolis is the main objective of this research. In particular, it looked into the reasons behind the majority of migrant's engagement in seasonal businesses, the motivation(s) behind starting seasonal micro businesses, and the migrant trader's alternate source(s) of income at the end of each season. To address the particular objectives of this investigation, three hypotheses were developed and put to the test with primary data obtained via a survey approach. The study's population were Maiduguri's seasonal micro traders. 400 was chosen as the sample size using the Yamani formula. Convenient sampling was used as the sample approach for this investigation. It used SPSS version 27 to analyse the data using basic linear regression. The study's conclusions showed that there are observable causal factors behind the migrant trader's seasonal micro business ventures in Maiduguri, Borno State. The study also demonstrated the existence of alternate sources of income for migrant traders in Maiduguri, Borno State, following each season, as well as the motivation that these traders exhibit when operating seasonal micro businesses in the region. Thus, the study addressed the need for integrating scholarly research with real-world applications and placing business practices in their respective contexts. It also highlights the long-term significance of seasonal micro businesses.

Key words: Seasonal trade¹, Hawking², Migrant traders³, Micro businesses⁴, Fruit sellers⁵, and Vegetable sellers⁶

INTRODUCTION

Background to the study

It is undeniable and clear that, throughout the previous ten years, the number of seasonal micro business hawkers has increased (Rain, 2018). In Nigeria, the migrant seasonal trade is a long-standing practice that has withstood shifts in the seasons of agricultural production and is still a viable source of income for many through micro seasonal hawking. Hawking has its origins in the Hausa culture, which has historically been predicated on herding, hunting, and long-distance trading (Rain, 2018). Moving between states, particularly during the rainy season, has been the norm and lifestyle of certain migrants in Nigeria. The trade is known as "Cin rani," and similar motions are typical in the northern regions of Nigeria, particularly in Borno State, and are partly influenced by seasonal variations. A vast net trade of connections, fast thinking, resourcefulness, and proficiency in navigation are all necessary for seasonal trade. Throughout this investigation, the researchers will be guided by the seasonal migrant's proficiency demonstrated in the trade business. The reason is that, aside from seasonal micro businesses, there are several other businesses that operate but are not primarily run by migrants.

Statement of the Problem

Even if the phenomenon of migrant traders is not new, it is crucial to investigate the dynamics of this group of seasonal migrant traders in a methodical manner. People who choose to leave their homes for varied reasons such as varying degrees of urgency or voluntarism enter different businesses as a result. Understanding the dynamics of migrant trades that enhance individual and societal results, as well as the reasons why these migrants are the only ones involved in the seasonal micro businesses in this research field, is crucial. Research has traditionally been split apart based on the trade's level of willingness. People who relocate in order to optimise their personal potential for instance, by taking advantage of seasonal trade businesses have been the focus of so-called voluntary migration (Kuhnt, 2019). Furthermore, some theories are restricted to understanding one of the dichotomous occurrences, such as the push and pull models or the neoclassical labour mobility theory. It hides the empirical fact that a wide range of factors and their interplay affect migration patterns (de Haas, 2011).

There is a dearth of literature on the dynamics of migrants seasonal micro businesses in the research region. By conducting an empirical investigation, this study seeks to contribute to this gap by examining the factors that influence the decision of why migrants primarily dominate seasonal micro businesses, identifying their alternate source(s) of income at the end of each season, and examining the motivation(s) behind their ventures into these businesses. For instance, Rain, (2018) studied the seasonal mobility of people along West Africa's desert margin. The study focused on migrant traders in the Sahel region of the country; the subjects included men and women, farmers and herders, traders and beggars, and all had the habit of moving between their villages of origin and a small city in the Niger and Nigeria border. Furthermore, Fregene, (2002) conducted research on the characteristics of Nigerian fishermen's trade and the implications for a sustainable way of life. The study's empirical data demonstrated that Nigeria's plentiful fisheries resources are the primary reason for the influx of migrant fishermen into its fishing towns. While Fregene, (2002) examined the profile of fishermen migration in Nigeria, providing a practical gap related to the form of business other than that of this study, Rain, (2018) conducted his study in the Sahel region of West Africa, providing a geographical gap for this study.

Objective of the Study

The study aims at understanding the dynamics of migrants traders in seasonal micro businesses. The specific objectives are to:

- i. identify the factors why migrant traders mostly engaged in seasonal micro businesses;
- ii. explore the motivation(s) of the migrant traders in venturing into the seasonal micro businesses; and
- iii. to determine the alternative source(s) of livelihood of the migrant traders after every season.

Research Questions

From the aforementioned objectives, the following research questions were formulated.

- i. why does migrant traders mostly engaged in seasonal micro businesses?
- ii. what are the motivations of the migrant traders in venturing into the seasonal micro businesses?
- iii. what are the alternative source(s) of livelihood of the migrant traders after every season?

Statement of Hypotheses:

The following Hypotheses will be tested:

- H₀₁: there is no identified factors why migrant traders mostly engaged in seasonal micro businesses
 H₀₂: there is no motivation of the migrant traders in venturing into the seasonal micro businesses
 H₀₃: there is no alternative source(s) of livelihood of the migrant traders after every season.

LITERATURE REVIEW

Concept of Migrants workers

People have migrated around and experienced migration on a regular basis throughout history. Nigerian migration from within the nation has a long history. In the context of migration to Nigeria, this study focuses on migrant traders from Borno State engaged in seasonal micro businesses.

Migration (*Concepts, Definitions, and Distinctions of Migration*)

When defining the terminologies used in this study, it is important to recognise that migration is a complex phenomenon that is shaped by a number of different theoretical framework. The academic literature is devoid of a commonly accepted definition of "migration," with conceptualizations of the term varying depending on the kind and degree of trade being studied. Migration is defined as "the relocation of individuals from their habitual dwelling place, either across international borders or within a nation" by the International Organisation for Migration, (IOM) in 2019. The definition of migration, according to Duan, (2012), is "the transition from one defining locale to another or a displacement over a specified minimum distance occurring within a designated migration period, involving a change in residence."

Migrants (Concepts, Definitions, and Distinctions of Migration)

The International Organisation for Migration (IOM), (2019) defines migrant as "any individual who is currently relocating or has relocated across an international boundary, between states, or within a state, departing from their habitual place of residence, without regard to (1) the individual's legal status; (2) whether the trade is voluntary or involuntary; (3) the reasons for the trade; or (4) the duration of the stay." Though it is not commonly used, this definition is broad enough to cover a range of migration patterns, different types of migration, and different categories of migrants, such as internal, international, refugees, asylum seekers, and economic migrants, regardless of whether they are moving temporarily, permanently, or in a circular manner (IOM, 2019).

Why do individuals migrate?

People have migrated throughout history in order to escape conditions of poverty, violence, persecution, deteriorating natural conditions, or better opportunities. According to Castles and Miller, (2009), the previous thirty years have been characterised by a "Age of Migration," with increased, different, globalised, and politicised internal trade. Comprehending the complexities of migration dynamics that is, the reasons for, modes, dates, and destinations of migration has become more and more important in modern seasonal micro-businesses (Castles et al., 2014). Borno State benefits greatly from its closeness to borders and its fertile soil since agricultural harvests are continuously high and draw migrant traders from all across the nation.

Migration Settlement

According to Valtonen, (2004), "settlement" refers to the range of procedures and actions necessary for migrants to establish themselves when they arrive at their preferred location. From a more global standpoint, Babacan, (2005) defines settlement as an all-encompassing process that includes acclimating to a new culture, creating a new beginning, finding a position in the community, making a significant contribution, and developing a sense of belonging similar to that of their own nation. According to the researcher, integrating into a new society involves a continuous process that takes into account the social, psychological, and political aspects of both the individual and the group as well as the social structures and general attitudes of the receiving culture. Babacan, (2010) demonstrates in a different study how the reaction of the host community shapes power structures, class divides, political structures, and socioeconomic standing, all of which have a substantial impact on migrant's experiences of settling. A crucial time for migrants to find housing and a means of subsistence is the settling stage. The welcome, behaviour, instances of racism, discriminatory hiring practices, prejudices, negative ethnic stereotyping, and exclusion from positions of power are all examples of the views of the host community (Castles & Vasta, 2012).

Entrepreneurship and Migrants

There are many different aspects of entrepreneurship, such as possibilities, ideas, innovation, and new initiatives (Chen, 2018). Literature defines entrepreneurship in a wide range of ways. The terms "entrepreneurship" and "entrepreneur" are frequently used synonymously in academic research (Collins, 2003). The process of spotting and seizing a business opportunity is known as "entrepreneurship," and the person who carries out this task is known as a "entrepreneur." But according to Castles and Vasta, (2012), there is no single, widely recognised definition of entrepreneurship.

According to Jones, (2007), entrepreneurship is a broad term that includes starting a new business with an emphasis on efficiency, survival, taking risks, financial feasibility, and taking social, cultural, and related elements into consideration. According to Blackburn, (2011), it makes sense to view entrepreneurship as multifaceted. According to the researcher, entrepreneurship entails examining people, their deeds, and their connections with the institutional, legal, political, social, and economic framework that influence and control human behaviour. In the context of migrant entrepreneurship, these ideas are easily applicable to the founding, running, and growth of a new business.

Migrants and Micro Businesses

New skills are brought to host nations by migrants, who also provide labour market flexibility, fill labour shortages, and stimulate the economy by starting new businesses and ventures as well as trading as employees (Collins, et. al., 2020; Collins & Shin, 2012; Collins, 2003; Nijkamp, 2003; Kloosterman, 2003). International awareness of the impact of migrant entrepreneurs is expanding (OECD, 2010). Personal, human capital, behavioural and cognitive, institutional, opportunity-related, economic, social, cultural, psychological, motivational (push-pull), familial, and environmental elements all play a part in the establishment of migrant businesses. Individual factors are defined by Irastorza and Peña, (2014) as human capital assets, psychological characteristics, and perceptual variables including openness to opportunities, fear of failure, and confidence in one's skills.

These particular elements shed light on trends in migrant entrepreneur's business ventures, where business knowledge and trade expertise are essential for starting. Brush, (2006) emphasises how important human capital is to the success of businesses, especially when the owners originate from backgrounds that differ from the host community and can affect the way that businesses operate. According to Jones, (2007) classification, there are two kinds of entrepreneurs: those who are driven to start their own businesses because they are unhappy with the state of the labour market, such as underemployment or unemployment, and those who are attracted to new business opportunities.

In an analysis of micro, small, and medium-sized businesses, Mekwunye, (2018) finds that micro-enterprises employ fewer than ten people and have assets valued below N5,000,000 (land and buildings excluded); small businesses employ between ten and forty-nine people and have assets valued between N5,000,000 and N50,000,000 (land and buildings excluded); and medium businesses employ fifty to ninety-nine people and have assets valued between N50,000,000 and N500,000,000 (land and buildings excluded). Comparing our research to that of Mekwunye (2018) reveals that this study is about micro-enterprises because it mainly focuses on migrant micro-businesses that are mostly run as sole proprietorship.

Challenges of Migrant Micro Business

Many circumstances make it difficult for migrants to find trade through traditional channels, which leads many of them to try entrepreneurship. According to Arando, et. al., (2009), formal institutions such as laws, regulations, and government policies are crucial in promoting or hindering economic endeavours because they affect the risks involved and the efforts made to acquire resources. Each new host town has a different set of obstacles for migrants, including restricted educational opportunities, trade place integration, and language barriers. To overcome these obstacles, entrepreneurship especially in trading becomes increasingly appealing (Paulose, 2011).

Due to their innate propensity for vision, entrepreneurship, and risk-taking, migrants are also driven towards self-employment by labour market discrimination, communication difficulties, and skill inadequacies (Dana & Morris, 2007). Because of the various obstacles arising from cultural, social, political, and regulatory disparities in African countries such as Nigeria, migrants tend to turn to self-employment as a way out of unemployment (Azmat, 2010).

Even while migrant entrepreneurs greatly boost the economy of both their host and native nations, starting their own businesses does not completely remigrate these difficulties (Sahin et. al., 2007). Although migrant traders may face challenges when starting new businesses, their drive for success frequently encourages them to take advantage of openings (Okerue, 2018). Through starting their own businesses, migrants remigrate impediments to self-employment that exist in traditional labour markets (Collins & Low, 2010).

Migrants Motivations for Seasonal Micro Businesses

Bida and Cin rani

In Hausa, the word *bida* means "in search of." This traveller is an economic migrants seeking to support themselves or complete a goal; as such, it is goal-oriented. You can take as much time as you like to reach your goal. Some people may be going on a blind date with no specific destination or aims in mind, while others may have a career or destination in mind, as well as a financial target that needs to be met. However, if one's business succeeds, they may choose to stay put (Rain, 2018).

A seasonal and circular migrant is a "dan rani," or someone who practices *cin rani*. Every year, the migrants travel to any of the locations (seasonally). As "Dan tabiradi" (Hausa: the Nigerien dialect for *Cin rani*), as well. The goal of this migrant is "to eat away the dry season." These individuals engage in traditional dry-season circular migrations, an economic activity that maximises time and resource investments through seasonal or sub-seasonal migrates across gradients of rainfall (Rain, 2018). The migrants believe that searching for food during the dry season is preferable to being idle. The duration of stay for migrants varies, ranging from a few weeks to several months (even up to seven months), contingent on the reason for leaving their place of origin. As a result, their migrations are unpredictable. "Kadar raba" is another name for *Cin rani*, which translates to "dusting off the dew." This is done in the interval between when the crops begin to yield grains and when the grains reach maturity and harvest readiness (Kuhnt, 2019).

Individual (personal), human capital, behavioural and cognitive, institutional, opportunity-related, economic, social, cultural, psychological, push-pull (motivational), tribe, and environmental elements all contribute to migrant business. Irastorza and Peña, (2014) characterise individual characteristics as psychological traits, human capital endowments, and perceptual variables including self-confidence, fear of failure, and awareness to possibilities. Individual elements account for the business trends of migrants; trade experience and business acumen are also critical to the establishment of new businesses. Human capital is crucial for economic success, according to Brush, et. al., (2006). This is particularly true if the business founders have backgrounds that differ from those of the host community.

Alternative Sources of Income for Migrants

Many migrant traders are aware of the long-term changes in income brought about by climate change (Ghebru, et. al., 2018). In order to ensure that certain livelihood activities meet and, if feasible, improve their livelihood results, migrant traders employ a range of livelihood strategies (Choithani, 2018). A livelihood provides people with the resources they need to not only survive but also to advance and improve their quality of life (Kuhnt, 2019). The majority of migrant traders do not have assets to support themselves in lieu of earning a living. The resources used to implement livelihood strategies are known as livelihood assets (Rain, 2018). Available assets at all levels make up a stock of capital (human, social, financial, physical, and natural) that can be used to provide a flow of income or other advantages (to lessen shocks and stresses) and can be stored, accumulated, exchanged, or depleted (Ghebru, et. al., 2018).

In order to combat seasonal fluctuations, migrant traders in Nigeria diversify their suppliers. The particular approach, however, is determined by the migrant trader's resources (for example, those who have access to land will use part of their trade to engage in other revenue-generating ventures during the wet season) (Liman, 2016; Adamu, 2008). This presents the possibility of more urban livelihood options.

Academics emphasise how important it is to advance social and economic sustainability. Some contend that the benefits of development are both social and economic because they directly affect employment growth in the construction industry and related businesses, as well as the possibility of population growth in the area, all of which increase demand for goods and services locally (Kuhnt, 2019; Ghebru, et. al., 2018; Rain, 2018).

Numerous empirical research in various rural contexts have documented how livelihood strategies are evolving in connection to capital assets (Ratha, Mohapatra & Silwal, 2010). These research have demonstrated, via conceptual disputes, how impoverished people's assets mediate how households pursue their livelihood strategies (Choithani, 2018; Ghebru et al., 2018). To the best of the researcher's knowledge, there is, however, little to no empirical research on migrant trader's alternative means of subsistence during seasonal fluctuations in Maiduguri.

Research Conceptual Model

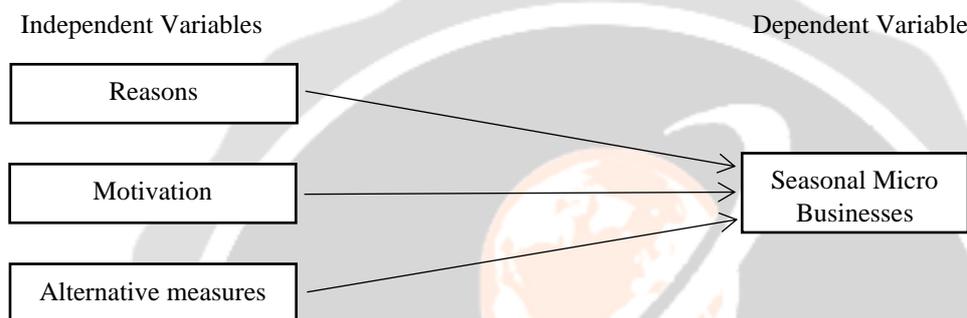


Figure 1: Conceptual Model (Seasonal Micro Businesses and Migrant Traders).

Source: *Author's Research Model (2024)*

The conceptual model based on the literature review is depicted in the above picture, which also illustrates the dynamics of the relationship between migrant traders and seasonal micro business owners in Maiduguri, Borno State, Nigeria.

Review of Empirical Studies

Studies on migrant labour have been undertaken by numerous academics. Nyantakyi-Frimpong and Bezner, (2016) studies on land grabbing, social stratification, increased migration, and food security in northern Ghana research demonstrates how extensive land acquisition changes the social dynamics of rural communities and drives out subsistence farmers. The policy implications of these findings for agriculture in northern Ghana and abroad are emphasised throughout the report. The growing appropriation of land may have both beneficial and detrimental effects on the growth of agriculture, underscoring the significance of protecting land rights, especially for women and small-scale farmers. It has been demonstrated that secure land tenure encourages long-term profitable investments.

Michael, et. al. (2019) investigated vulnerability in dynamic urban contexts in a different study. With a focus on West Bengali interstate migrants engaged as waste pickers in Bangalore's informal settlements, the study explores how the vulnerability of this group is shaped and reshaped by the intersections of multiple factors, including exclusionary urbanisation, agrarian challenges, climate change, and lack of recognition. Their results highlight the necessity of giving inequality a higher priority in vulnerability and adaptation studies, especially when it comes to efforts to adapt to climate change, where justice issues are frequently given insufficient attention.

Giambra and McKenzie, (2019) studied the connection between migration and self-employment. They draw attention to a widely held policy viewpoint that contends that the main cause of migration is a dearth of engagement possibilities at home. As a result, it is advised to increase funding for the creation of engagement possibilities in order to reduce migrant flows. Since many people in economically challenged countries trade for themselves, increasing chances for entrepreneurship is frequently viewed as a critical policy approach to the problem of unemployment. Though there is no actual data to support this argument, economic theory provides a number of possibilities for why self-engaged people would still be drawn to migrate.

Their research combines panel surveys from eight nations to investigate the relationship between migration and self-employment in a descriptive manner. The results show that self-engaged people have a lower migration rate than wage traders or the jobless. The study also examines seven randomised trials that promote self-employment and finds that,

generally speaking, these interventions have a negative causal influence on migration, but frequently with negligible impacts. Additionally, the study finds that self-employment promotion programmes generally have the impact of decreasing migration when evaluating their causal effects on migration. It is noted that the reduction is rather small in magnitude and that it takes time to manifest.

Fregene, (2002) looked at the characteristics of migrant fishermen in Nigeria and how they relate to sustainable livelihoods in that country. The empirical data indicates that the wealth of fisheries resources is what propels the migration of migrant fishermen into Nigerian fishing towns. Having access to contemporary fishing gear increases their likelihood of migrating, helped along by net trades built by former migrants and local authorities that offer short-term lodging in return for a share of their haul. These results are consistent with neoclassical economic and net trading theories, which postulate that migration will rise until the origin and destination communities reach a state of equilibrium. Notably, over the last 10 years, there has been a decrease in Ghanaian migration, which is in line with neoclassical economic theory's predictions.

A study on migration, regional traits, and socioeconomic results in developing economies was carried out by Orji, and Agu, (2018). According to the report, industrialised countries facing demographic transitions and a dearth of trained labour are increasingly pursuing highly skilled migrants from Nigeria and other developing nations. The study took into account a number of regional factors that may have an impact on migration outcomes, but they also included individual-level variables like age and education in their calculations.

The study also looked at the disparity in poverty between the North and South and how it affects migration choices. In addition, it found that individual migration decisions are influenced by regional economic factors that take into consideration personal characteristics. By adjusting for individual migration propensities and evaluating the true impact of area economic conditions, the study used micro-level data from the World Bank's Nigerian Migration Survey to discover household determinants of migration decisions. The findings showed that the decisions and dynamics around migration are strongly influenced by individual, regional, and national factors. The study's conclusion, which highlights the necessity for migration policies that emphasise the relationship between migration and regional development, is that socioeconomic factors and individual traits are critical in understanding patterns of regional migrant flows in Nigeria.

Within the larger field of migration studies, this review is limited to a few specific topics, including possibilities that migrants have discovered, vulnerability in changing urban environments, and migration and self-employment. After looking through published studies by academics in the field of migration studies, the researchers discovered that there exist a lack of information about migrant traders in Maiduguri, Borno State, Nigerian who engage in seasonal micro businesses.

Review of Theories

A multitude of explanations exist to account for this kind of research. Thus, for the sake of this study, the theories of labour process (1867), mixed embeddedness (1999), and opportunity based (1985) will be reviewed.

Theory of Labour Processes

Based on Marxist theory, the labour process is the process by which labour and capital trade together to produce things and render services. This idea emphasises how Marx, (1867) distinguished between labour and labor-power. Labour is the real effort put forth by labor-power units during production, whereas labor-power is the ability to trade that capitalists obtain by paying salaries in the labour market. Given fixed salaries and prices, the excess value that capitalists extract from the production process depends on how much labour services are obtained from labour that has been acquired.

It is proposed, based on Marx's labour process theory framework, that migrant traders display bravery and confidence. They migrate away from their original homes to take chances and seize possibilities, even though they frequently start businesses with little money. Furthermore, migrant traders contribute the necessary labour force, mostly through routine tasks like hawking, particularly in host communities like Maiduguri, Borno State. A person's trade makes up a large percentage of their active life and can promote personal growth. Marx nevertheless argued that the bulk of traders are generally subjected to capitalist dominance of the labour process. It is evident that labouring energetically produces profitable gains or results.

Theory of Mixed Embeddedness

The Kloosterman, Van der Leun, and Rath, (1999) developed the mixed embeddedness strategy aims to link migrant entrepreneurs resources to the opportunity structure, especially in capitalist nations where market dynamics are tightly join with business opportunities. In these kinds of cultures, traders can only make a living if there is a significant demand for particular goods, services, or products. Otherwise, there are no feasible business options. Therefore, as markets are the cradle of new business opportunities, in the founders opinion, they are essential elements of the opportunity structure.

According to Swedberg, (1994), new business opportunities arise or are fostered inside unique product markets that are defined by a particular range of goods, services, or products as well as targeted customer groups that are defined by limitations in terms of both time and space. For inexperienced traders, capital-intensive business models that demand significant minimum efficient sizes can be difficult to acquire (Chandler, 1994).

This theory is applicable to our research since it clarifies the relationship between market opportunities and business endeavours. Every business venture starts with a need that needs to be satisfied. Therefore, in order to successfully negotiate the market environment, prospective entrepreneurs, like migrant micro-traders, must possess a spectrum of resources such as; financial, human, and social capital as well as a grasp of the cultural significance of the host society. Furthermore, markets need to be reachable by migrant micro-traders, which might be difficult given the financial difficulties that many prospective migrants, especially those from neighbouring regions, encounter. As a result, it is typical to discover that the majority of would-be migrant micro-traders are limited to starting enterprises with quite small financial requirements.

Opportunity-based entrepreneurship theory

Renowned scholars like Howard Stevenson and Peter Drucker are linked to the opportunity-based theory, which offers an extensive conceptual framework for the study on entrepreneurship (Fiet, 2002; Shane, 2000). This thesis holds that entrepreneurs take advantage of possibilities that arise during times of transition rather than bringing about change themselves (Drucker, 1985).

Entrepreneurs take proactive measures to detect and adapt to changes in customer behaviour and technological capabilities, seizing the chance to propel their businesses forward. Entrepreneurs tend to focus more on the opportunities presented by change than the difficulties it brings, as seen by Drucker's definition of opportunity. The concept of resourcefulness is added to Drucker's framework by Stevenson, (1990).

This idea is pertinent to the research because it emphasises how to find opportunities in the market. Opportunities abound in the setting of seasonal micro-businesses in Nigeria, especially in Maiduguri, Borno State where substantial agricultural activities are conducted. The majority of migrant traders take advantage of these opportunities, as seen by their predominance in a different of seasonal micro-businesses throughout the region, especially in trades like the selling of fruits and vegetables in the Maiduguri municipality.

The opportunity-based theory (Drucker, 1985), Kloosterman's Mixed Embeddedness Theory (1999), and Marx's Labour Process Theory (1867) are used as the analytical framework in this study. These theories highlight the importance of trade, opportunities, and the market for migrant host communities. By utilising these ideas, the study seeks to offer a thorough examination of migrant trade in Maidugui, Borno State, Nigeria, while taking into account different academic viewpoints.

METHODOLOGY

The Study Area

The four areas that make up the Maiduguri municipality will be the focus of this research, which will be carried out in Borno State, Nigeria. A different range of ethnic groups, including the Kanuri, Bura, Marghi, Chibok, Hausa, and Shuwa, are part of Borno State's rich cultural legacy. Numerous large markets in the state are home to a great number of Micro, Small, and Medium-sized Enterprises (MSMEs). Given their present contributions and potential to further advance Borno State's development, MSMEs have come to be recognised as essential platforms for promoting development among its citizens. Data from the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) and the Borno State Ministry of Budget and Planning from 2017 show that there are 691,111 micro businesses in the Borno State. The study focuses on the urban area of Maiduguri and parts of the LGAs of Jere, Konduga, and Mafa, where seasonal micro-traders are becoming more and more prevalent.

Data Sources

The majority of the data used in this study will come directly from primary sources. Likewise, data will be collected from seasonal micro-businesses in Maiduguri and from specific regions in the Local Government Areas (LGAs) of Jere, Konduga, and Mafa. The purpose of choosing this particular data source was to gain firsthand knowledge of the viewpoints of participants engaged in seasonal micro business. The objectives will be achieved by the comparison of information gathered from the study population.

Study population

There are 691,111 micro businesses in the Borno State, (MBS & SMEDAN, 2017). It would be difficult to analyse all the population of the study seasonal micro-businesses in the Jere, Konduga, and Mafa LGAs as well as the Maiduguri metropolis. As a result, choosing an appropriate sample size becomes crucial to accurately capturing the viewpoints of the entire research population.

Sample Size and Sampling Techniques

The sample size of the study will be four hundred (400) respondents which will be selected from the study population using Yamane formula.

Yamane, (1967) formula is used to determine the sample size as presented below:

$$n = \frac{N}{1 + n(e)^2}$$

Where:

n = sample size

N = Finite population

t = constant

e = level of significant (5%)

$$n = \frac{691,111}{1+691,111(0.05)^2}$$

$$n = \frac{691,111}{1+691,111(0.0025)}$$

$$n = \frac{691,111}{1+1727.78}$$

$$n = \frac{691,111}{1728.78}$$

$$n = 399.7 \sim 400$$

The total sample size was drawn at four hundred (400) seasonal micro-business sellers/hawkers, as determined by the Yamane, (1967) algorithm. Likewise, the researcher's safety and security are the main reasons for selecting Jere, Konduga, and Mafa LGAs as well as Maiduguri city. In addition, samples from each municipal district will be chosen using a simple random sampling technique. Based on the accessibility and degree of business activity of the selected municipalities, this approach further clarifies the distribution proportion of questionnaires among the target sample from Maiduguri metropolis and specific areas of Jere, Konduga, and Mafa LGAs in Borno State, as shown in Table 1 below:

Table 1: Sample Frame

S/No	Name of State	Population	Sample Size	Percentages
1.	MMC	352,467	204	51
2.	Jere	131,311	76	19
3.	Konduga	131,311	76	19
4	Mafa	76,022	44	11
	Total	691,111	400	100

Source: Researcher Design, 2023

Method of Data Collection

Data from seasonal micro-business sellers and hawkers in Maiduguri metropolis will be gathered through the survey method; portions of Jere, Konduga, and Mafa LGAs will also be taken into account. This strategy will make it easier to gather answers to the study questions. A five-point Likert scale from "Strongly Agree" (SA) to "Strongly Disagree" (SD) will be used to format the questionnaire. The purpose of using this structured questionnaire is to collect data from a range of respondents so that data on the dynamics and causes behind the prevailing origins of seasonal micro-business sellers/hawkers outside of Borno State can be compared.

Method of Data Analysis

Both descriptive and inferential statistical techniques will be used in this study's data analysis. These techniques include basic percentage computations and the use of the Statistical Package for the Social Sciences (SPSS) to exhibit data in tables. Migrant traders seeking better prospects are prompted by seasonal micro businesses, which fluctuate according to the changing seasons. Thus, to investigate and understand the dynamics of migrant traders in seasonal micro-businesses in Maiduguri metropolis, as well as in some municipals of Jere, Konduga, and Mafa LGAs, a the linear regression analysis will be utilised.

Data Analysis and Presentation

The study presents the data, having examined and analysed primary data obtained by means of administering questionnaires. Because field assistants had extensive training before being deployed, 379 of the 400 surveys that were given to respondents were carefully filled out and returned. The investigator recognises that achieving the goals of the

study is largely dependent on careful data preparation and analysis using appropriate mathematical and statistical techniques.

Table 2. Demographic data of the respondents

Variables	Percentage	Frequency
Gender:		
Male	249	65.7%
Female	130	34.3%
Age Range:		
20-29	223	58.8%
30-39	98	25.9%
40-49	40	10.6%
50 and Above	18	4.7%
Educational Qualification:		
WASSCE/GCE	76	20.1%
OND/HND	31	8.2%
BSc	14	3.7%
MBA/MSc	00	0.0%
Others	258	68.0%
How long have you been into the seasonal trade in Maiduguri:		
< 1yrs	91	24.1%
1-5yrs	168	44.3%
6-10yrs	104	27.4%
> 10yrs	16	4.2%
Indicate your identity:		
Borno State Indigene	155	40.9%
Other State	183	48.3%
Other Country	41	10.8%
Location of business:		
MMC	194	51.2%
Jere	72	19%
Konduga	72	19%
Mafa	41	10.8%
Which one best describe your business:		
Vegetable	135	35.6%
Fruits	147	38.8%
Both	97	25.6%
What is the nature of your business operation:		
Hawking	219	57.8%
Stagnate spot	160	42.2%
Position in the business:		
Owner	287	75.7%
Sales boy	92	24.3%
Source of capital:		
Personal savings	262	69.1%
Family & friends	85	22.5%
Loan	32	8.4%

Source: Field Survey, 2024

Table 2 shows the respondent's demographic information. The aspect includes variables including the respondent's name, the location of the business, a description of the business, age range, educational background, years as a migrant trader in Maiduguri, the kind of the business operation, the respondent's position within the business, and the source of finance.

Gender of Respondents:

(65.7%) of the respondents are Male and (34.3%) of the respondents are Female. Majority of the respondents are Male.

Age Range of the respondents:

(58.8%) of the respondents are 20-29years, (25.9%) of the respondents are 30-39years, (10.6%) of the respondents are 40-49years and (4.7%) of the respondents are 50years and above. Majority of the respondents fall within the age range of 20-29years.

Educational Qualification of the respondents:

(20.1%) of the respondents are WASSCE/GCE, (8.2%) of the respondents are OND/HND, (3.7%) of the respondents are B.Sc, (0.0%) of the respondents are MBA/M.Sc and (68.0%) are others. Majority of the respondents are WASSCE/GCE holders.

Years of respondents in Maiduguri as Seasonal trader:

(24.1%) of the respondents are below 1years, (44.3%) of the respondents are 1-5years, (27.4%) of the respondents are 6-10years and (4.2%) are above 10years. Majority of the respondents are within the range of 1-5years in Maiduguri as seasonal traders.

Identity of Respondents:

(40.9%) of the respondents are Borno State Indigene, (48.3%) of the respondents are from Other State and (10.8%) of the respondents are from Other Country. Majority of the respondents engage in seasonal micro businesses in Maiduguri are from other state, this give a clear insight on the intend of this research. Most individuals not aware that seasonal traders are majorly from other states and even other neighboring countries.

Business Location of Respondents:

(51.2%) of the respondents are located at MMC, (19%) of the respondents are located at Jere, (19%) of the respondents are located at Konduga and (10.8%) of the respondents are located at Mafa. Majority of the respondents businesses are located at MMC.

Respondent's Business Description:

(35.6%) of the respondents are Vegetable traders, (38.8%) of the respondents are Fruits traders and (25.6%) of the respondents trade Vegetables and Fruits. Majority of the respondents trade Fruits.

Respondent's Nature of Business Operation:

(57.8%) of the respondents are Hawking, while (42.2%) of the respondents are at a Stagnate spot. Majority of the respondents traders are hawkers.

Position of Respondents in the Business:

(75.7%) of the respondents are the Owners of the businesses, while (24.3%) of the respondents are Sales boys. Majority of the respondents are the owners of the various businesses.

Respondent's Source of Capital:

(69.1%) of the respondents sources of capital are from Personal savings, (22.5%) of the respondents sources of capital are from Family & friends and (8.4%) of the respondents sources of capital are from Loan. Majority of the respondents sources of capital are from their personal savings.

Test of Hypotheses and Interpretation

H₀₁: there is no identified the factors why migrant traders mostly engaged in seasonal micro businesses

Table 3: R Square

Model	R	R Square	Adjusted R Square	Std. Error	p-value
1	0.816 ^a	0.666	0.665	0.60595	0.121

Predictors: (Constant), Point of Sales, Financial inclusion

Table 3 shows the outcomes of the regression analysis conducted to explore the factors influencing migrant trader;s involvement in seasonal micro-businesses. The results indicate a coefficient of determination (r) of 0.816, signifying that the model developed can elucidate 81.6% of the observed variability. The analysis reveals significant factors driving migrant traders towards seasonal micro-businesses. With a p-value of 0.121, which exceeds the conventional threshold of 0.05, the null hypothesis is rejected. Instead, the alternative hypothesis is supported, suggesting the presence of identifiable causative factors why migrant traders engaged in seasonal micro-businesses in Maiduguri, Borno State.

H₀₂: there is no motivation of the migrant traders in venturing into the seasonal micro businesses

Table 4: R Square

Model	R	R Square	Adjusted R Square	Std. Error	p-value
1	0.799 ^a	0.638	0.636	0.60595	0.327

Predictors: (Constant), Point of Sales, Financial inclusion

Table 4 presents the results of the regression analysis conducted to examine the motivation behind migrant traders' involvement in seasonal micro-businesses. The findings reveal a coefficient of determination (r) of 0.799, indicating that the model developed can explain 79.9% of the observed variability. Notably, there is a significant motivation among migrant traders to venture into seasonal micro-businesses. With a p-value of 0.327, exceeding the conventional threshold of 0.05, the null hypothesis is rejected. Instead, the alternative hypothesis, asserting the presence of motivation among migrant traders in engaging with seasonal micro-businesses in Maiduguri, Borno State, is supported.

H_{03} : there is no alternative source(s) of livelihood of the migrant traders after every season

Table 5: R Square

Model	R	R Square	Adjusted R Square	Std. Error	p-value
1	0.917 ^a	0.842	0.841	0.60595	0.091

Predictors: (Constant), Point of Sales, Financial inclusion

Table 5 revealed the outcomes of the regression analysis conducted on the alternative sources of livelihood pursued by migrant traders after each season. The results indicate a coefficient of determination (r) of 0.917, suggesting that the developed model can elucidate 91.7% of the observed variability. Notably, there is a significant presence of alternative sources of livelihood for migrant traders after each season. With a p-value of 0.091, exceeding the conventional threshold of 0.05, the null hypothesis, which posits the absence of alternative sources of livelihood for migrant traders after each season, is rejected. Conversely, the alternative hypothesis is supported, affirming the existence of alternative sources of livelihood for migrant traders after each season in Maiduguri, Borno State.

Discussion of Findings

In Maiduguri, Borno State, migrant traders are attracted to seasonal micro businesses for a different of underlying causes, according to this study. The desire for economic empowerment, migration from economically disadvantaged areas to areas with higher wages and more employment opportunities, migrant trader's lack of skills, the extent of government interventions, and displacement brought on by insurgencies which are particularly common in the northeastern State and Borno State are some of these factors.

These results are consistent with the findings from Ratha, et. al., (2010), who investigated the causes of migrant traders in significant Nigerian cities. The researchers found evidence to support the idea that the market risks involved in trading fruits and vegetables could lessen the impact of availability and promote economic stability. Similarly, Duan, (2012) discovered a strong and favourable relationship between the emergence of trade chances among operators and the involvement of migrant traders. Practically speaking, migrant traders and other micro businesses contribute to the creation of jobs. This is demonstrated by the fact that 79% of respondents said they would rather migrate than stay in their hometowns or ancestral regions, citing easier living conditions and more money as reasons for their decision.

The study also determined the motivational elements that lead migrant traders in Maiduguri, Borno State, to operate seasonal micro businesses. This finding is consistent with Rains, (2018) research, which indicates that higher pricing for fruits and vegetables are caused by local inhabitant's heightened competitiveness during specific times in the northeastern parts of Nigeria.

Furthermore, Maiduguri respondents think that if more migrant traders migrated in search of business opportunities, the general cost of commodities would go down. This viewpoint is similar to that of Irastorza and Peña, (2014), who claim that those with low incomes are more likely to engage in seasonal trading. This study identified several motivations. A few migratory traders were motivated by friends who were already in seasonal commerce, while others pointed to the dearth of business opportunities in their area during the dry season. They were also able to raise their standard of living in comparison to their relatives back home, earn enough money to buy farming inputs for the rainy season, and live a more convenient, economical, and safe lifestyle by trading in seasonal businesses.

The study also shows that, after each season ends, migrant traders in Maiduguri, Borno State, have other possibilities for making a living. This result is consistent with the study by Ghebru, et. al., (2018), which found that a large percentage of fruit and vegetable vendors in Nigeria's northeastern regions are migrants. The claim was verified by Choithani, (2018). Moreover, the research findings indicate that livelihood comprises not only a means of subsistence but also the resources required for individuals to augment and elevate their quality of life. This conclusion supports Limans, (2016) findings, which showed that migrant traders who traded in seasonal businesses for long period of time frequently had other choices accessible to them at the end of each season. Adamu, (2008) underlined this point once more by outlining the range of options accessible to the research participants, such as raising animals in their

neighbourhood, trading hard at construction sites, and, for a select group of affluent migrant traders, engaging in irrigation farming.

CONCLUSION

certainly, the present number of migrant traders has emerged as a major factor in the establishment of jobs and the availability of reasonably priced fruits and vegetables for Maiduguri's residents. Scholarly investigation has been inspired by its influence on a range of businesses, like this current study that looks at migrant traders operating seasonal micro businesses in Maiduguri, Borno State, Nigeria. This inquiry becomes especially relevant in light of government initiatives to employ millions of unengaged Nigerians, particularly in light of the federal government's focus on business endeavours. This current study findings which shows that most vegetable and fruit sellers in Borno State are migrants rather than native make it imperative to raise awareness among people living in northeastern Nigeria.

POLICY RECOMMENDATIONS

Based on the findings of the study, it makes the following recommendations:

- i. The government of Borno State should emphasise the ongoing significance of seasonal micro businesses and trade to link academic research with society and place business activities within their contexts.
- ii. To increase revenue and stimulate business activity in the state, the government of Borno State should to encourage more Indigenous people to start seasonal micro businesses,
- iii. Given that state natives should be given greater importance in the presence of backing from the government or an international organisation, knowledge of the leading traders in a certain state or place is crucial, and
- iv. The community should keep a close watch on local activities to ensure that only reliable individuals are permitted to transact in public. This could support the State's efforts to provide security and promote peaceful coexistence.

An important factor in the expansion of a country's economy is the significance of seasonal micro businesses and other trade engagements. The States must engage Citizens/Indigene with different trade skills to venture into a profitable business that will engage people in the entire country through seasonal enterprises. This would strengthen the economy and foster smooth communication between the states and the country as a whole.

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APPENDIX

SURVEY QUESTIONNAIRE

Borno State University
 Faculty of Social and Management Sciences,
 Department of Business Administration,
 P.M.B 1122, Njimitilo, Kano/Jos Road Maiduguri,
 Borno State.
 26th April, 2023.

Dear Sir/Madam,

I am a research assistant carrying out a field survey for a TETFUND sponsored Institution Based Research grant entitled; “Understanding the Dynamics of Migrant Traders in Seasonal Micro Businesses in Maiduguri Metropolis; Study of Vegetables and Fruits Traders”.

Your cooperation in response to the questionnaire will be highly appreciated. I hope to use any information given to me, ONLY for this research purpose and will treat with strict confidentiality.

Thank you.

This instrument has two sections A and B please kindly go through it and respond accordingly to the instructions in each of the sections.

SECTION: A

Demographic Details:

Kindly tick (✓) where applicable

1. Gender: (a) Male { } (b) Female { }.
2. Age Range: (a) 20-29 { }, (b) 30-39 { }, (c) 40-49 { }, (d) 50 and above { }.
3. Educational Level:
 (a) WASSCE/GCE { }, (b) OND / HND { }, (c) B. Sc. { }, (d) Others { }.
4. How long have you been into the seasonal trade in Maiduguri?
 (a) < 1yr { }
 (b) 1-5yrs { }
 (c) 6-10yrs { }
 (d) Above 10yrs { }
5. Indicate your identity and specify.
 (a) Borno Indigene,
 (b) Other State,
 (c) Other Country,
6. Location of business
 (a) MMC { }, (b) Jere { }, (c) Konduga { }, (d) Mafa { }
7. Which one best describe your line of business?
 (a) Vegetable { }, (b) Fruits { }, (c) Both { }.
8. What is the nature of your business operation?
 (a) Hawking { }, (b) Stagnate spot { }.
9. Position in the business
 (a) Owner { }, (b) Sales boy { }.
10. Source of capital
 (a). Personal savings { }, (b) Family and friends { }, (c) Loan { }.

SECTION: B

Please rank each of the following statements on your level of participation in decision making. Please tick (✓) the appropriate answer within the 5 Likert scale (strongly disagree; disagree; undecided; agree and strongly agree).

Objective 1: Reasons why migrants mostly engaged in seasonal business

1	I decide on my own to be in Seasonal Business
<input type="checkbox"/>	Strongly Disagree
<input type="checkbox"/>	Disagree
<input type="checkbox"/>	Undecided
<input type="checkbox"/>	Agree
<input type="checkbox"/>	Strongly Agree
2	I decides personally on types of business to engage in outside my state of origin

<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
3 I decide on my own the kind of agricultural products that I'm going to sell				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
4 I decide on my own to what products are profitable to sell at the migration destination				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
5 I decide on my own the kind of people to interact with and form nettrades after migration				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
6 I decide on my own in choosing what is better for me as a trader from advices given by my fellow migrants or group leaders				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree

Objective 2: What are the motivations in venturing into seasonal business?

1 I am motivated by the successes achieved by peers that had been in seasonal business				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
2 Our locality lacks dry season economic activities to give me income				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
3 Seasonal business enables people to get capital for buying farm inputs for rainy season				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
4 Income status of seasonal migrants mostly better than those that did not travel out				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
5 Seasonal business enables me to rent bigger farms and boost my agricultural practices				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
6 Living standards of migrant traders is better as compared to those that did not migrate out				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree

Objective 3: What are the alternative sources of livelihood of migrant traders after every season?

1 I have other sources of income apart from migrant seasonal trade				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
2 Animal husbandry is another source of income in my locality				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
3 Engaging in labour intensive trade at local construction sites (Hired labour)				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
4 Proximity to Irrigation farms by private and public outfits is another alternative				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
5 Engaging in trading at nearby weekly markets in the locality is another alternative				
<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Undecided	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree

Thank you for your cooperation.