



# Sustainable Agricultural Marketing Practices and Customer Loyalty in Agribusinesses: A Study of Ogun State, Nigeria

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## Introduction

Agriculture plays a pivotal role in Nigeria's economic development and food security, with small-scale agribusinesses serving as the backbone of local production and distribution. However, these businesses often face challenges such as intense competition, limited technological integration, and difficulty sustaining customer loyalty. In recent years, the adoption of sustainable agricultural marketing practices such as local market orientation, customer relationship management, and sustainable pricing models has emerged as a strategic response to these challenges. Despite growing interest in sustainability, there remains a significant gap in empirical research regarding the influence of these practices on customer loyalty within Nigeria's agribusiness sector. This study addresses this gap by investigating the impact of these three dimensions on customer loyalty in small-scale agribusinesses in Ogun State, Nigeria.

## Methodology

A descriptive survey research design was employed. The study targeted customers of small-scale agribusinesses across four purposively selected Local Government Areas—Ipokia, Ado-Odo/Ota, Yewa South, and Ifo—based on their high concentration of agribusiness activity. Given the unknown population size, a sample of 451 customers was determined using Cochran's formula. A multistage sampling technique was adopted, combining purposive, quota, and convenience sampling. Data were collected via a structured questionnaire and analysed using SPSS. Descriptive statistics summarised respondent profiles, Cronbach's Alpha assessed reliability, and Pearson Product-Moment Correlation and Multiple Regression Analysis tested the relationships among the study variables.

## Results and discussion

The findings revealed that sustainable agricultural marketing practices significantly influence customer loyalty. Specifically, local market orientation, customer relationship management, and sustainable pricing models all had a positive and significant effect on the loyalty of customers engaging with small-scale agribusinesses in the study area.

## Conclusions

The study concludes that the integration of sustainable agricultural marketing practices is a key driver of customer loyalty in small-scale agribusinesses. Agribusinesses that understand local market needs, foster long-term customer relationships, and implement fair and sustainable pricing strategies are more likely to retain loyal customers. The findings underscore the need for policy support and capacity building to promote sustainable marketing in Nigeria's agricultural sector.

**Keywords:** Customer Loyalty, Agribusiness, Sustainable Marketing, Local Market Orientation, Pricing, Nigeria