

HETEROGENEITY IN CONSUMER PREFERENCES FOR ROAD SELECTION IN THE NORTH-EASTERN REGION OF NIGERIA

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Abstract

Consumer preference for road decision in the Northeast area resulted from myriad factors defined by the conditions of the road. The main objective of this study is to determine how route preference route is determined by individuals. Data used for this study is from primary sources (questionnaires) on different road locations in Adamawa and Gombe and parts of Borno states. Main instrument of data analysis is the multinomial logit marginal effect to observe $\frac{\Delta x}{\Delta y}$ changes. Our results suggest that the preference of individuals is highways to other roads, but roads used for daily travel are states and local roads. However, other conditions: increase in risk prevalence and road conditions had 'diversified' the choice set of individuals. The results of this study call for policies/laws on immigration which over the years had increased the flow of immigrants into Nigeria from Chad, Cameroun, Niger and other countries. This had increased arms trafficking and arm robbery in the area in different locations. Risks and longer travel time in the area have been due to many locations with critically failed sections of the roads. Since there is high flow in border towns, we recommend prioritization of roads in the budget space to enhance efficient transportation, which necessary in facilitating regional trade and new sustainable transportation policy.

Keywords: Marginal Effects, Road Transport, Travel Risks, Consumer Preference

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