DISTRIBUTION CHANNEL AND AGRIBUSINESS GROWTH OF SELECTED FIRMS IN JOS-NORTH LOCAL GOVERNMENT AREA, PLATEAU STATE

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Abstract
This study examined the effect of distribution channel on agribusiness growth in Jos-North Local Government Area, Plateau State. The population consisted of 146 producers, wholesalers, and retailers from nine purposively selected agribusinesses. A census approach was employed. Data was collected using a structured questionnaire based on a 5-point Likert scale. Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized to analyze the collected data and determine the relationships between the study's concepts. The findings of the study indicated that both Channel Coordination and Channel Intermediaries have a significant positive effect on Agribusiness growth. However, the study did not find sufficient evidence to support a significant relationship between Channel Relationship and Agribusiness Growth. Based on the study's results, it is recommended that agribusinesses in Jos-North Local Government Area focus on strengthening coordination efforts within their distribution channels and strategically engage intermediaries to optimize their growth potential. Additionally, continuous monitoring and evaluation of distribution channel performance, fostering collaboration among agribusiness stakeholders, and conducting further research on the relationship between channel relationships and agribusiness growth are suggested.
Key Words: *Distribution channel, Channel Coordination, Channel Relationship, Channel Intermediaries and Agribusiness Growth.*

INTRODUCTION

In the dynamic and competitive landscape of agribusiness, the efficient and effective management of distribution channels plays a pivotal role in driving growth and success. Distribution channel encompass a range of strategic decisions and operational activities aimed at facilitating the movement of agricultural products from producers to end consumers. Distribution channel play a crucial role in the growth and success of agribusinesses. These practices involve various strategic decisions and operational activities aimed at facilitating the movement of agricultural products from producers to end consumers. Agarwal (2016) defined distribution channel as a means used to transfer merchandise from the manufacturer to the end user through retailer and other necessary intermediaries. The practice here shows the engagement of intermediaries by manufacturer to transfer its products to the final consumers.

Before a product reaches the consumer or end user, it must frequently go through a chain of intermediaries (e.g., wholesalers, retailers), each one passing the product down to the next organization (e.g., from wholesalers to retailers). This process is known as the distribution channel or supply chain. Channels are important because consumption is a function of availability, one can only consume products that are available (Czinkota et al, 2021).

The emergence of new technologies, shifting consumer needs and growth in competition have made the expansion of distribution a business imperative for many firms (Sadeh eh al, 2017).
With the involvement of distributors, wholesalers and retailers, distribution channels help to deliver product or service offerings from manufacturers to end users, and sales through these channels account for about one-third of global GDP (Czinkota, 2021).

Adeniran (2019) has identified channel coordination, channel relationship, channel strategy, channel intermediaries, and distribution intensity as the components of distribution channel. However, for the purpose of this study, the focus will be on channel coordination, channel relationship, and channel intermediaries as the variables of interest. This choice is driven by the significance of these variables in

shaping the effectiveness and efficiency of distribution channels in the agribusiness context. Besides, strong relationships between agribusiness stakeholders are crucial. Farmers need trust in suppliers to get quality products and services. Wholesalers and retailers need trust in farmers to provide a consistent supply of fresh produce. Examining distribution channel using these variables helps identify the critical areas for fostering trust and collaboration, leading to a more robust agribusiness ecosystem which channel strategy and channel intensity do not provide. Channel coordination refers to the collaborative and synchronized efforts among channel members to ensure smooth product flow, minimize delays, reduce costs, and improve customer satisfaction. Channel relationship focuses on building strong relationships based on trust, mutual understanding, and effective communication, enabling information sharing, collaboration, and improved channel performance. Channel intermediaries, such as wholesalers, distributors, and retailers, facilitate the movement of agricultural products, bridging the gap between producers and consumers, and contributing to better market coverage and increased market access for agribusinesses. Effective management of these practices enhances operational efficiency, market responsiveness, and overall agribusiness growth.

Agribusiness represents a modern and integrated approach to agriculture that incorporates both the farming and business aspects of the agricultural industry (Davis, et al 2017). Agribusiness extends beyond traditional farming practices and includes a wide range of activities such as crop cultivation, livestock rearing, fisheries, horticulture, agroforestry, and food processing. Agribusiness is an important sector that faces challenges, such as new technologies, changes in regional economies and climate, new consumption habits, and production uncertainties, especially at the farm level. This environment enhances the need for organizations to improve their performance, especially in times of turbulence, such as those currently experienced (Leitao et al, 2024). Agribusiness enterprises can vary in scale, ranging from small family farms to large multinational corporations (Swinnen & Maertens, 2017). One key characteristic of agribusiness is its focus on efficiency and productivity. Agribusinesses strive to optimize resource utilization, increase yields, improve quality, and reduce costs through the adoption of modern farming techniques, technological advancements, and efficient management practices (Huang & Huatuco 2016)). They leverage technology, mechanization, and scientific innovations to enhance productivity and meet the growing demand for food, feed, fiber, and other agricultural products.

Distribution channel is indispensable for the success and growth of agribusinesses. Effective coordination among channel members ensures the smooth flow of products and services, minimizing delays, reducing costs, and improving customer satisfaction. This coordination enables agribusinesses to respond efficiently to market demands, optimize resource allocation, and enhance overall operational efficiency. Furthermore, strong channel relationships built on trust, mutual understanding, and effective communication foster collaboration, facilitate knowledge and resource exchange, and enhance market responsiveness. These relationships contribute to improved channel performance and ultimately drive agribusiness growth. Additionally, well-functioning channel intermediaries play a critical role in bridging the gap between producers and consumers, ensuring efficient product movement and wider market access. Their selection, management, and performance significantly impact the efficiency and effectiveness of the distribution process, leading to better market coverage, increased product availability, and enhanced market penetration for agribusinesses.

The agribusiness sector in Nigeria, particularly in the Jos-North Local Government Area of Plateau State, has immense potential for economic growth and development (Abu, 2024). Agriculture serves as a significant livelihood source, contributing to employment generation, income generation, and food security. However, agribusinesses in the region face various challenges in the distribution process, including inadequate infrastructure, fragmented markets, and limited access to modern distribution channels. Despite the involvement of both public and private organizations in the industry, the agribusiness sector in Plateau State has remained stagnant over the years (Abu, 2024). Previous studies by Elijah (2020) and Datong (2019) have shown mixed findings regarding the relationship between distribution channel and agribusiness growth. While Elijah's study (2020), showed significant relationship, Datong's, (2019) demonstrated insignificant result. These inconclusive trends and lack of consensus in similar studies conducted in other regions highlight the need for further research to fill these research gaps. Therefore, this study aims to

investigate the relationship between distribution channel and agribusiness growth, with a specific focus on channel coordination, channel relationship, and channel intermediaries.

LITERATURE REVIEW

Distribution Channel

Distribution channel refer to the strategies, activities, and processes involved in the movement and delivery of products or services from producers to end consumers through a network of intermediaries. Scholars have provided conceptual definitions of distribution channel to shed light on their significance in the context of agribusiness. According to Kotler and Armstrong (2016), distribution channel encompasses "the set of firms and individuals that take title, or assist in transferring title, to a good or service as it moves from producer to consumer or business user." This definition emphasizes the role of intermediaries in facilitating the physical flow and transfer of products along the distribution channel. Distribution channel refer to the strategies and activities employed by businesses to bring their products or services to the end consumers or users. This involves the selection, management, and coordination of various intermediaries, such as wholesalers, retailers, agents, and distributors, to ensure efficient and effective product distribution (Erdei et al (2024). This definition highlights the broader scope of distribution channels, including the institutions and activities involved in ensuring the availability and accessibility of products to the intended end-users.

According to Adeniran (2019), distribution channel encompasses a broad range of strategic decisions that border on channel coordination, channel relationship, channel strategy, channel intermediaries and distribution intensity. Given different distribution channel modes as described above, some important issues faced by both the manufacturer and the distribution channel are what different effects on them these different channel modes have and how to select the optimal channel modes in response to diverse business settings (Zhang et al, 2023). However, this study will focus on coordination, relationship and intermediaries. For several decades, the perspective on channels of distribution (marketing channels) was dominated by the channel management. According to this perspective, a channel captain, typically the manufacturer, was assumed to be responsible for managing the entire constellation of firms involved in the distribution arrangements (Gadde, 2021). Channel relationship management practices is all about managing the relationship between a vendor and the third parties it uses to get its products into customers' hands while ensuring quality post-sales service and support (Gadde, 2021) Hardison (2017) defined channel intermediaries as entities that facilitate steps in product flow channel.). In the context of agribusiness and this study, a distribution channel refers to the network of people and businesses that connect farmers with consumers. It's the path that agricultural products and resources take from farms all the way to the consumers of farm products.

Agribusiness Growth

Agribusiness is vital for ensuring food security, driving economic growth, reducing poverty, fostering rural development, facilitating international trade, promoting value addition, and contributing to sustainable development. Its importance extends beyond agriculture itself, influencing various sectors and supporting the overall well-being of societies in the modern economy (Erdei et al, 2024). Swinnen and Kuijpers (2018) define agribusiness growth as "the expansion and modernization of the agri-food sector, involving improvements in technology, infrastructure, and institutions, leading to increased productivity and value addition." This definition emphasizes the transformative aspects of growth, highlighting the adoption of advanced technologies, the development of infrastructure, and the strengthening of institutions to enhance productivity and value creation within the agribusiness sector. Gómez et al (2016) define agribusiness growth as the advancement of agribusiness firms and value chains, focusing on enhancing efficiency, competitiveness, and sustainability. This definition underscores the various dimensions of growth and emphasizes its beneficial impacts on both economic and social aspects of agriculture. Furthermore, the definition provided by Birthal et al. (2021) characterizes agribusiness growth as a sustained expansion across multiple dimensions. It encompasses a long-term increase in the production output, revenue generation, and job creation within firms and activities related to the agribusiness sector. The emphasis is placed on the sustained nature of growth, which encompasses not only the growth in output and income but also the generation of employment opportunities within the agribusiness industry (Erdei et al, 2024).

Mishra and Kumar (2020) conceptualize agribusiness growth as "the expansion and development of agribusiness activities, including production, processing, marketing, and distribution, resulting in improved productivity, increased value addition, and enhanced competitiveness." This definition emphasizes the holistic growth of agribusiness activities across the entire value chain, leading to improved productivity, value addition, and competitiveness. Agribusiness growth in this study refers to the expansion and improvement of the entire agricultural business sector. It involves increased productivity, profitability, efficiency, storage facilities and market reach within the various areas of agribusiness.

Empirical Review

Channel Coordination and Agribusiness Growth

Bui and Nguyen (2021) examined the distribution channel, strategic factor and firm performance: evidence from FDI enterprises in Vietnam. The main data analysis method of the study was partial least squares (PLS) with the PLS-SEM model. The study population was 210. The analysis results show that strategy factors such as channel coordination, relationship and channel intermediaries have a positive effect on firm performance, and distribution channel also has a positive impact on firm performance. The study concluded that there are some policy implications on strategy and distribution channels to improve firm performance. The study recommended that companies should improve firm performance through distribution channels in Vietnamese FDI enterprises. However, the study relied on self-reported data and this can limit the generalizability of the findings.

Ajayi and Olushola (2020) investigated the impact of channel coordination on agribusiness growth: Evidence from Nigeria. The study focused on agribusinesses in Nigeria, with a sample size of 100 firms. Data was collected through structured questinnaires among the selected agribusiness firms. The collected data was analyzed using regression analysis to examine the relationship between channel coordination and agribusiness growth. The study found no significant relationship between channel coordination and agribusiness growth among the sampled firms in Nigeria. The authors recommend further exploration into the specific factors influencing agribusiness growth in Nigeria, considering the diverse nature of the agricultural sector in the country. The findings of this study may be limited by factors such as sample size and methodology.

Channel Relationship and Agribusiness Growth

Teke and Godday (2023) examined performance of small and medium-scale agribusinesses in rivers state: the efficacy of channel-bonding capability. The study adopted an explanatory research design, and collected primary data through cross-sectional survey, using a structured questionnaire whose validity and reliability was confirmed through exploratory factor analysis and Cronbach's Alpha test respectively. The population of the study comprised SMEs in agribusiness in Rivers State. 90 SMEs in agribusinesses in Rivers State were surveyed. The study found that channel-bonding capability has strong, positive and statistically significant relationship with performance of SMEs in terms of customer-base enlargement portfolio expansion and profitability. The study was limited to Rivers State, a study covering the whole South South Zone of Nigeria may produce a different result.

Bello and Mohammed (2017) examined the Impact of Channel Relationships on Agribusiness Growth: A Case Study of Livestock Traders in Nigeria. The study had a sample size of 120 traders. Data was collected through structured questionnaires and interviews administered to the selected livestock traders. The collected data was analyzed using descriptive statistics and regression analysis to examine the relationship between channel relationships and agribusiness growth. The study found no significant relationship between channel relationships and agribusiness growth among livestock traders in Nigeria. The scholars recommended exploring alternative market channels and value-added services to enhance agribusiness growth among livestock traders. The findings may not be applicable to other agricultural sectors or regions.

Channel Intermediaries and Agribusiness Growth

Uche et al. (2022) in a study on effect of distribution channels and marketing intermediaries on the performance of Banks in Nigeria, adopted a descriptive survey research design. The data was analyzed by

the use of descriptive statistics to summarize and relate variables. The population of the study consisted of the 43 marketing managers selected from 5 commercial banks in Nigeria. The study found that the marketing distribution strategies results to increased sales, market share and profits. The study recommended that commercial banking should embrace the concept of electronic banking whole heartedly. The study did not state data collection method. The study report may not be applicable in other sectors of the economy.

Molefe and van der Merwe (2020) evaluated the Role of Channel Intermediaries in Agribusiness Growth: Evidence from Smallholder Farmers in South Africa. The study focused on smallholder farmers in South Africa, with a sample size of 150 farmers. Data was collected using structured questionnaires among the selected smallholder farmers. The collected data was analyzed using regression analysis to assess the relationship between channel intermediaries and agribusiness growth. The study found a significant positive relationship between channel intermediaries and agribusiness growth among smallholder farmers in South Africa. Effective utilization of intermediaries improved market access and profitability. The authors recommend strengthening partnerships with intermediaries and investing in training and capacity building for smallholder farmers to maximize the benefits of channel intermediation. While the study provides valuable insights into the role of intermediaries in agribusiness growth, the findings may be influenced by factors such as regional variations and sample selection.

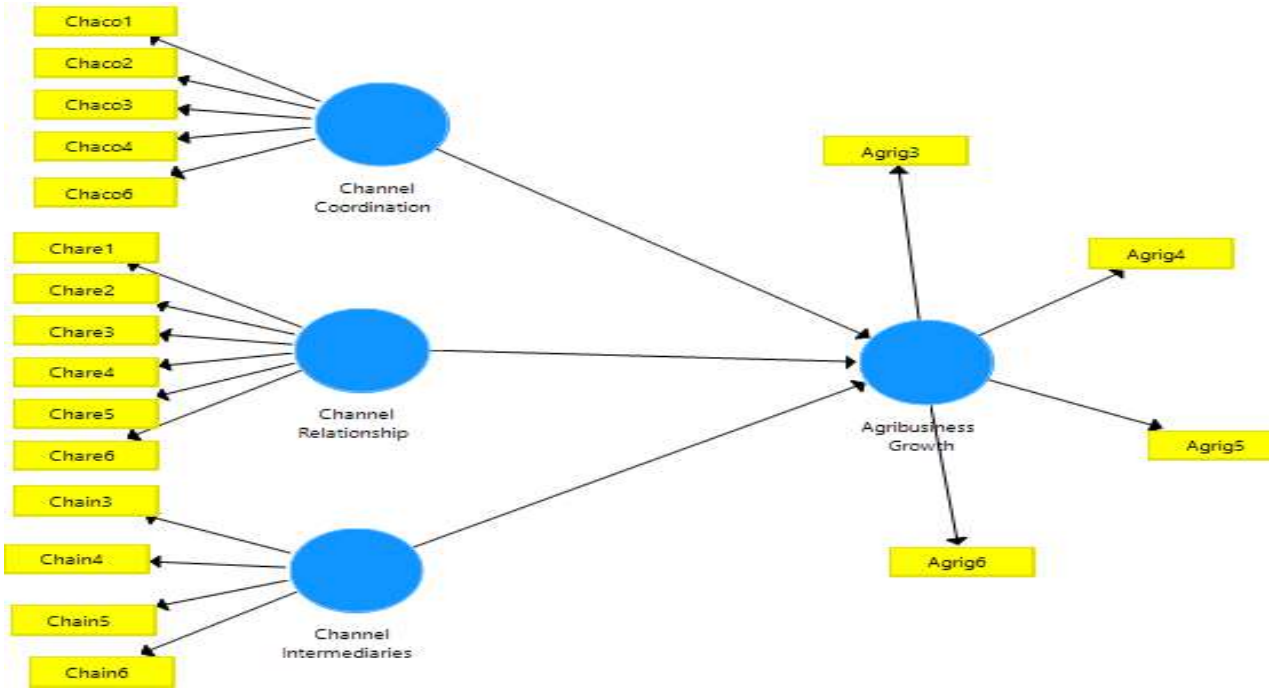
The Theory of Buyer-Seller Relationships

The Theory of Buyer-Seller Relationships developed by Anderson and Narus (1990) provides a comprehensive framework for understanding and analyzing the dynamics between buyers and sellers within a channel of distribution. It emphasizes the importance of building and maintaining long-term, mutually beneficial relationships based on trust, cooperation, and collaboration. The theory recognizes the significance of effective communication, information sharing, and joint decision-making in achieving channel coordination and enhancing overall performance. One potential weakness of this theory is its limited focus on the buyer-seller relationship as the primary driver of channel coordination. It may overlook other factors and actors involved in the channel, such as intermediaries and end consumers. The Theory of Buyer-Seller Relationships is highly relevant to the study as it provides a theoretical lens through which to examine the impact of channel coordination on agribusiness growth. It highlights the significance of building strong relationships, effective communication, and collaboration among different channel members, which aligns with the study's focus on the influence of coordination strategies on growth outcomes in the agribusiness sector.

METHODOLOGY

This study used census in which data was gathered from all the participants in the study. The population comprised 146 producers, wholesalers and retailers of the 9 agribusinesses as obtained from the Human Resources Department of the agribusinesses purposively selected within Jos-North Local Government Area. These agribusinesses are Zarbs Integrated Services Nigeria Ltd, Deans Fisheries, Green Sahara Farms, Greenkontrail Solutions, Charlic Farms, Blessing Business Venture, BKG Farms, Benicle Investiment Nigeria Ltd and Acoc Farms Ltd. The choice of these organizations is based on their long-term sustainability and viability. These agribusinesses have successfully operated for an extended period of not less than 10 years and have established solid business models, customer relationships, and market presence. Census approach was used, taking the entire population as the sample size because the population is relatively small. Data was collected using a structured questionnaire that was based on 5-point LIKERT scaling, ranging from Strongly Agreed to Strongly Disagreed. The distribution of questionnaire was done using drop and pick approach. Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed to analyze data collected and to spell out the relationship between the constructs of the study.

Figure 1: Conceptual model of the study



RESULTS AND DISCUSSION

Table 1: Summary of Descriptive Statistics of the Measurement Variables

variable	Mean	Median	Min	Max	Sdv	Kurtorsis	Skewness
Chaco	4.5	5	1	5	0.768	3.183	-1.947
Chare	4.2	5	1	5	0.837	3.576	-2.019
Chain	3.5	5	1	5	0.956	3.017	-1.953
Agrig	3.8	5	1	5	0.861	3.181	-1.924

Source: Survey data analyzed using SMART PLS, 2024

Table presents the summary of descriptive statistics for four measurement variables related to channel coordination (Chaco), channel relationship (Chare), channel intermediaries (Chain), and agribusiness growth (Agrig). The variable Chaco has a mean of 4.5 and a median of 5, indicating that, on average, the values are close to the upper end of the scale, with a majority of data points clustering towards the maximum value. The minimum and maximum values are 1 and 5, respectively, showing a limited range. The standard deviation of 0.768 suggests a relatively small dispersion of data points around the mean. The negative skewness value of -1.947 indicates a left-skewed distribution, with more values below the mean than above it. The kurtosis value of 3.183 suggests a relatively high peakedness, indicating heavier tails in the distribution.

The variable Chare has a mean of 4.2 and a median of 5, similar to Chaco, indicating a similar pattern of values clustering towards the upper end. The minimum and maximum values are also the same. The standard deviation of 0.837 suggests a slightly larger dispersion compared to Chaco. The negative skewness value of -2.019 indicates a left-skewed distribution, with more values below the mean. The kurtosis value of 3.576 suggests a relatively high peakedness, indicating heavier tails. The variable Chain has a mean of 3.5, which is lower than Chaco and Chare, indicating a shift towards lower values. However, the median remains at 5, indicating a majority of data points concentrated towards the upper end. The minimum and maximum values are the same as the other variables. The standard deviation of 0.956 suggests a relatively larger dispersion compared to Chaco and Chare. The negative skewness value of -1.953 indicates a left-skewed distribution, with more values below the mean. The kurtosis value of 3.017 suggests a high peakedness. The variable Agrig has a mean of 3.8, closer to the mean of Chain but lower than Chaco and Chare. The median remains at 5, indicating a similar clustering towards the upper end. The minimum and maximum values are the same as the other variables. The standard deviation of 0.861 is similar to Chare, suggesting a comparable

dispersion of data points. The negative skewness value of -1.924 indicates a left-skewed distribution, with more values below the mean. The kurtosis value of 3.181 indicates high peakedness.

Figure 2: Factor Loading

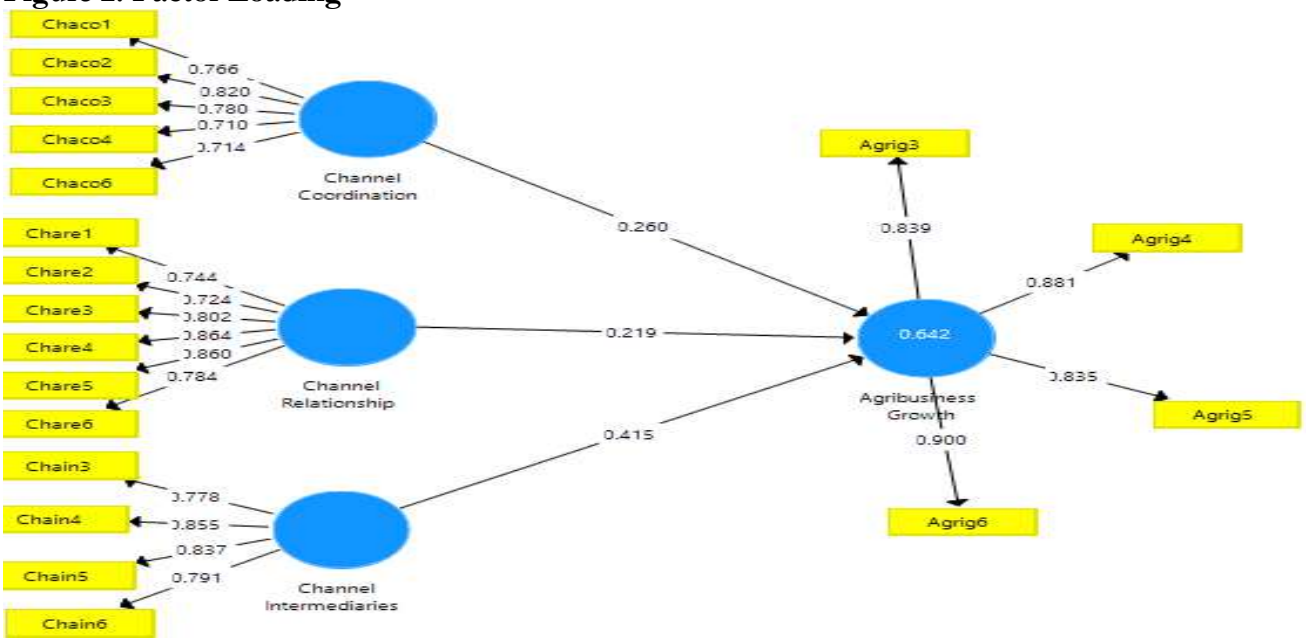


Figure 2 presents the factor loadings for the study, indicating the strength of the relationship between the measurement variables and their respective factors. It is mentioned that all the loadings measured up to the threshold of 0.7, as specified by Hair et al. (2017). However, Agrig 1, Agrig 2, Agrig 7, Chaco 5, Chain 1, and Chain 2 failed to meet this criterion and were subsequently deleted before further analysis.

The threshold of 0.7 for factor loadings is commonly used as a guideline for establishing a strong relationship between variables and factors. When a factor loading falls below this threshold, it suggests that the corresponding variable has a weaker association with the underlying factor and may not contribute significantly to the factor analysis. By removing the variables that did not meet the criteria, the subsequent analysis focused on the remaining variables that have stronger relationships with their respective factors. This helps ensure the reliability and validity of the factor analysis results by including only the most meaningful and representative variables.

Table 2: Construct Reliability and Validity

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Agribusiness Growth	**0.887**	**0.922**	**0.747**
Channel Coordination	**0.816**	**0.872**	**0.576**
Channel Intermediaries	**0.832**	**0.888**	**0.666**
Channel Relationship	**0.885**	**0.913**	**0.637**

Table 2 presents the construct reliability and validity measures for the study. The findings align with the guidelines provided by Sekaran and Bougie (2016). The Cronbach's Alpha values for all constructs range from 0.816 to 0.887, indicating good internal consistency reliability. These values surpass the commonly recommended threshold of 0.7. The composite reliability values range from 0.872 to 0.922 for the constructs, which indicate high internal consistency reliability. These values meet the recommended threshold of 0.7. The AVE values range from 0.576 to 0.747. While the AVE values for Channel Coordination and Channel Relationship are slightly below the recommended threshold of 0.6, the AVE values for Agribusiness Growth and Channel Intermediaries exceed this threshold. Overall, AVE values suggest acceptable convergent validity for the constructs. These findings indicate that the measurement

constructs in the study demonstrate good internal consistency reliability and acceptable convergent validity. The results support the quality and robustness of the measurement instruments used in the study, following the guidelines provided by Sekaran and Bougie (2016).

Table 3: Heterotrait-Monotrait Ratio (HTMT)

	Agribusiness Growth	Channel Coordination	Channel Intermediaries	Channel Relationship
Agribusiness Growth				
Channel Coordination	**0.850**			
Channel Intermediaries	**0.843**	**0.749**		
Channel Relationship	**0.801**	**0.851**	**0.853**	

In table 3, all the HTMT values are below 0.90, which is the recommended threshold for conceptually distinct constructs. Further, the HTMT values between "Channel Coordination" and "Channel Intermediaries" (0.749), and between "Channel Coordination" and "Channel Relationship" (0.808) are below the stricter threshold of 0.85, indicating satisfactory discriminant validity between these constructs. However, the HTMT value between "Channel Intermediaries" and "Channel Relationship" (0.807) is slightly above the 0.85 threshold, which may suggest a potential issue with discriminant validity between these two constructs. In such cases, Hair et al. (2017) recommends further examination of the constructs' conceptual and item-level distinctiveness to determine if the constructs are truly distinct or if there is a theoretical justification for their overlap. The HTMT values in the table suggest adequate discriminant validity among the constructs

Table 4: Path Assessment

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decions
Channel Coordination -> Agribusiness Growth	0.260	2.827	0.005	Rejected
Channel Intermediaries -> Agribusiness Growth	0.415	4.993	0.000	Rejected
Channel Relationship -> Agribusiness Growth	0.219	1.950	0.052	Accepted

Table 4 represents the final results of the hypothesis testing, where the hypotheses were stated in the null form.

Channel Coordination -> Agribusiness Growth: The Beta coefficient (B) is 0.260. The T statistic (|O/STDEV|) is 2.827, and the associated p-value is 0.005. Since the p-value is less than the significance level (usually set at 0.05), the null hypothesis is rejected. This suggests that there is a significant relationship between Channel Coordination and Agribusiness Growth.

Channel Intermediaries -> Agribusiness Growth: The Beta coefficient (B) is 0.415. The T statistic (|O/STDEV|) is 4.993, and the associated p-value is 0.000. With a p-value below the significance level, the null hypothesis is rejected. This indicates a significant relationship between Channel Intermediaries and Agribusiness Growth.

Channel Relationship -> Agribusiness Growth: The Beta coefficient (B) is 0.219. The T statistic (|O/STDEV|) is 1.950, and the associated p-value is 0.052. Since the p-value is greater than the significance level of 0.05, the null hypothesis is accepted. This suggests that there is insufficient evidence to support a significant relationship between Channel Relationship and Agribusiness Growth.

CONCLUSION AND RECOMMENDATIONS

Based on the results of this study, it is concluded that distribution channel has a significant effect on agribusiness growth in the Jos-North Local Government Area of Plateau State. The findings indicated that both Channel Coordination and Channel Intermediaries positively influence agribusiness growth, highlighting the importance of effective coordination efforts and the involvement of intermediaries within the distribution channels. These factors can contribute to improved operational performance, market access, and overall growth of agribusinesses in the study area. However, the relationship between Channel Relationship and Agribusiness Growth was not found to be significant, suggesting that further research is needed to understand the complexities of this particular relationship.

The following recommendations were made:

(i) Agribusinesses in Jos-North Local Government Area should continue to improve coordination efforts within distribution channels. This can be achieved through enhanced communication and collaboration among all entities involved in the distribution process, including farmers, producers, wholesalers, retailers, and logistics providers.

(ii) The selected agribusinesses should leverage intermediaries effectively by identifying and partnering with reliable and reputable intermediaries, such as distributors, agents, or brokers, who have a strong presence and networks in the target markets.

(iii) The agribusinesses should conduct further research on the relationship between channel relationship and agribusiness growth since this study showed that channel relationship did not have a significant effect on agribusiness growth. This can be done by investigating the specific factors or dynamics that influence the relationship between channel relationships and agribusiness growth.

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Research Questionnaire

S/N	Question	SA	A	U	D	SD
	Channel Coordination					
Chaco1	We collaborate with other channel members to ensure smooth coordination of activities					
Chaco2	Our distribution activities are well-aligned with the goals and objectives of our agribusiness					
Chaco3	We actively engage in joint planning and decision-making with other channel members					
Chaco4	We have mechanisms in place to monitor and evaluate the performance of our distribution channels					
Chaco5	We invest in technology and systems to enhance coordination among channel members					
	Channel Relationship					
Chare1	Our relationships with other channel members are characterized by trust and mutual respect					
Chare2	We actively engage in open and transparent communication with other channel members					
Chare3	We work collaboratively with other channel members to achieve common objectives					
Chare4	We ensure fair and equitable distribution of benefits among channel members					
Chare5	We regularly evaluate the performance and contribution of each channel member					
Chare6	Our channel relationships positively impact the success of our agribusiness					

	Channel Intermediaries					
Chain1	Working with intermediaries has positively impacted the reach and distribution of our agribusiness products/service					
Chain2	Intermediaries play a crucial role in expanding our market presence and customer base					
Chain3	Intermediaries are knowledgeable about our agribusiness products/services and effectively communicate their value to customers					
Chain4	Intermediaries actively contribute to market intelligence and provide valuable insights for our agribusiness strategy:					
	Agribusiness Growth					
Agrig1	I am satisfied with the profitability of my agribusiness					
Agrig2	The market demand for my agribusiness products/services has been favorable					
Agrig3	I actively seek innovative strategies and technologies to improve my agribusiness					
Agrig4	I have effective marketing strategies to promote my agribusiness products/services					