

Livestock Marketing Effect on Pastoralist Community's Economic Status in Ethiopia: Mediation by Market Intermediaries

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ABSTRACT

Livestock marketing is a critical component of pastoralist communities, offering opportunities for economic growth and livelihood improvement. Understanding the relationships between Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status is essential for effective policy-making and interventions. This study examines these relationships using data collected through surveys and interviews within pastoralist communities. Advanced statistical techniques, including mediation analysis, were employed to analyze the data. The findings reveal a strong and positive direct relationship between Livestock Marketing and both Marketing Intermediaries and Pastoralist Economic Status. Additionally, Marketing Intermediaries have a positive direct relationship with Pastoralist Economic Status. These results emphasize the importance of Livestock Marketing and the role of Marketing Intermediaries in supporting economic growth and empowering pastoralist communities. The implications of these findings for managers, policymakers, and practitioners are discussed, highlighting the need for interventions to enhance Livestock Marketing and support Marketing Intermediaries. Future research directions are also outlined, including longitudinal studies and investigations into contextual factors and sustainability aspects. Overall, this study contributes to the understanding of Livestock Marketing in pastoralist communities and provides insights for effective strategies to promote economic development and sustainable livelihoods.

Keywords: Livestock; Marketing; Intermediaries; Pastoral; Economy; Livestock Marketing

1. INTRODUCTION

Livestock marketing plays a crucial role in the economic development of pastoralist communities, as it provides a means for pastoralists to generate income and improve their livelihoods (Lamesegn, 2018). However, the effectiveness and impact of livestock marketing efforts are influenced by various factors, including the involvement of marketing intermediaries and the overall economic status of pastoralists (Benti et al., 2022). Understanding the relationships between these variables is essential for developing effective strategies and interventions to promote sustainable economic growth and empower pastoralist communities (Erick, 2022).

The aim of this study is to examine the relationships between Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status. By exploring these relationships, the study seeks to provide insights into the dynamics and implications of Livestock Marketing practices in

pastoralist communities. The findings from this research will have significant managerial implications for policymakers, organizations, and practitioners involved in supporting pastoralist livelihoods and promoting economic development. To achieve the objectives of the study, data was collected through surveys and interviews conducted within pastoralist communities. The collected data was then analyzed using advanced statistical techniques, including mediation analysis, to examine the direct and indirect relationships between Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status.

The findings of this study will contribute to the existing literature on Livestock Marketing in pastoralist communities and shed light on the role of Marketing Intermediaries in facilitating economic growth. The results will provide valuable insights for policymakers and practitioners in designing and implementing effective interventions to support Livestock Marketing and enhance the economic well-being of pastoralists.

2. THEORETICAL LENSES AND FOUNDATION

When examining the effect of livestock marketing on the economic status of pastoralist communities, it is essential to consider the role of market intermediaries (Seid, 2019). Market intermediaries are individuals or organizations that facilitate transactions between producers and consumers by providing services such as transportation, storage, financing, and information (Tiki & Little, 2022). They play a crucial role in linking pastoralist communities to wider markets and influencing their economic outcomes (Duguma, 2022). Several theories can help explain the relationship between livestock marketing, market intermediaries, and the economic status of pastoralist communities. Here are three relevant theories:

a. **Market Access Theory:** This theory suggests that market intermediaries can enhance the economic status of pastoralist communities by improving their access to markets (Hinestroza, 2018). Pastoralists often operate in remote areas with limited infrastructure and face challenges in accessing distant markets (BIRHANU CHAMO, 2022). Market intermediaries can bridge this gap by providing transportation and logistics services, helping pastoralists reach larger and more lucrative markets. By connecting pastoralists with buyers, intermediaries increase their market opportunities, potentially leading to higher prices and increased incomes (Lin et al., 2020).

b. **Value Chain Theory:** Value chain theory emphasizes the importance of market intermediaries in adding value to products along the supply chain (Prasetyo & Dzaki, 2020). Pastoralist communities usually engage in primary production, such as raising livestock, but lack the resources or knowledge to engage in downstream activities like processing, packaging, and marketing (Chesos, et al., 2021). Market intermediaries can fill this gap by providing these value-adding services. By processing and marketing livestock products on behalf of pastoralists, intermediaries can increase the value of the products and capture higher margins (Prasetyo & Dzaki, 2020). This value addition can positively impact the economic status of pastoralist communities by increasing their incomes.

c. **Information Asymmetry Theory:** Information asymmetry refers to situations where one party in a transaction has more information than the other, leading to imbalances and potentially exploitative relationships (Ayele, 2019). In the context of livestock marketing, pastoralist communities often lack information about market conditions, prices, and demand dynamics (Bassa & Woldeamanuel, 2019). Market intermediaries can mitigate this information asymmetry by providing pastoralists with market information, helping them make informed decisions about production, timing, and pricing (Mengistu, 2022). By empowering pastoralists with relevant information, intermediaries can enable them to negotiate better prices, avoid market risks, and improve their economic outcomes.

These theories provide different lenses to understand how livestock marketing, mediated by market intermediaries, can influence the economic status of pastoralist communities. It is important to note that the actual impact will depend on various factors, including the specific context, the effectiveness of market intermediaries, and the broader socio-economic conditions in which the communities operate.

3. STATEMENT OF PROBLEM

Despite the importance of Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status, there may be contradictory evidence or inconsistent findings in the existing literature (Mtimet et al., 2018), Lombebo & Wosoro (2019) and others. Addressing this research gap requires conducting comprehensive literature reviews and synthesizing existing studies to identify the sources of inconsistency and potential factors contributing to contradictory evidence. Further empirical research should be conducted to reconcile these discrepancies and provide a clearer understanding of the relationships between these variables.

The theoretical foundations and frameworks relating to Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status may be limited or underdeveloped Anno & Elenica, (2021), BIRHANU CHAMO, (2022), Munir et al., (2022) and others. Bridging this theoretical gap requires advancing existing theories or developing new theoretical frameworks that can effectively explain and predict the relationships and dynamics between these variables. This can involve drawing on related fields such as agricultural economics, supply chain management, or rural development to enrich the theoretical perspectives.

The methodologies employed in existing studies examining Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status may vary in terms of sample size, data collection methods, and analytical techniques. For example (Azeb Lemma et al., 2020), (Emana et al., 2017), (Endris et al., 2020) and (Hi et al., 2018). Addressing the methodological gap involves employing robust and consistent methodologies across studies to ensure comparability and generalizability of findings. Additionally, utilizing mixed-method approaches that combine qualitative and quantitative data can provide a more comprehensive understanding of the complexities and nuances of Livestock Marketing dynamics in pastoralist communities.

There may be gaps in the existing knowledge and understanding of specific aspects of Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status. These knowledge gaps could include the exploration of the role of technology and digital platforms in enhancing Livestock Marketing, the impact of policy interventions on Marketing Intermediaries' effectiveness, or the effects of Livestock Marketing on social and environmental sustainability Alemneh & Getabalew, (2019) Tolera & Eik, (2020), Abebe et al., (2022) and others. Addressing knowledge gaps requires conducting targeted research studies that focus on these specific areas and contribute to a more comprehensive understanding of Livestock Marketing dynamics in pastoralist contexts.

In summary, research in the field of Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status faces several gaps. These include contradictory evidence, theoretical limitations, methodological inconsistencies, and knowledge gaps. Addressing these gaps through rigorous research, theoretical advancements, robust methodologies, and targeted investigations will contribute to a more comprehensive and nuanced understanding of the relationships and dynamics in this domain.

4. EMPIRICAL REVIEWS

4.1 Livestock marketing effect on economic status of pastoral community

Study done by Zewdie Birhanu et al., (2021) demonstrate that livestock is often one of the primary sources of income for pastoralist communities. Livestock marketing provides them with the opportunity to sell their animals and earn income. By participating in livestock markets, pastoralists can access a wider range of potential buyers, including traders, processors, and consumers. Selling their animals at competitive prices in these markets can generate substantial income for pastoralist communities, contributing to their economic well-being.

Study done by Tolera & Eik, (2020) conclude that livestock marketing enables pastoralist communities to integrate into wider markets, which can have positive economic effects. By connecting with buyers from urban areas or distant regions, pastoralists can tap into higher-value markets that offer better prices for their livestock products. This market integration can increase their market opportunities and potentially lead to higher incomes. It can also expose pastoralists to market trends, demands, and quality standards, encouraging them to adapt their production practices accordingly to meet market requirements (Girmay & Yeserah, 2019).

Study done by Al-ghaswyneh & Oweis, (2022) The research findings indicate that livestock marketing can provide pastoralist communities with opportunities to diversify their livelihoods. By engaging in livestock marketing, pastoralists can explore various value-added activities along the livestock value chain. They can participate in activities such as milk processing, meat production, and leatherwork, which can generate additional income streams. Diversifying their livelihoods beyond primary production can help mitigate risks associated with fluctuations in livestock prices and enhance their overall economic resilience (Alemneh & Getabalew, 2019).

Erick, (2022) Mention engaging in livestock marketing can improve pastoralists' access to credit and financial services. Market intermediaries, such as traders or cooperatives, often provide informal financing arrangements to pastoralists, offering advances or loans against future livestock sales. This access to credit allows pastoralists to invest in their livestock herds, purchase inputs, or meet household needs. Additionally, livestock marketing may attract formal financial institutions, like banks, to provide financial services to pastoralist communities, further enhancing their economic opportunities.

H1, Livestock marketing has statically significant relationship with economic status of pastoral community.

4.2 Livestock marketing effect on Livestock marketing intermediaries

Bimrew, (2018), According to the study's conclusion, livestock marketing intermediaries play a crucial role in facilitating livestock trade between producers (such as pastoralist communities) and buyers (such as traders, processors, or consumers). The effect of livestock marketing on intermediaries can vary depending on several factors. Here are some key ways in which livestock marketing can impact livestock marketing intermediaries:

Study done by Yitayew et al., (2019) demonstrate livestock marketing intermediaries generate their revenue by buying livestock from producers at a lower price and selling it to buyers at a higher price, capturing the difference as profit. The volume and frequency of livestock trade directly influence their profitability. If livestock marketing activities are robust and there is a consistent demand for livestock, intermediaries have the potential to earn significant profits.

According to Abebe et al., (2022) livestock marketing intermediaries rely on access to livestock markets to conduct their business. The success of intermediaries is closely tied to their ability to establish and maintain relationships with both producers and buyers. Robust livestock marketing activities can provide intermediaries with a steady supply of livestock from producers and a

consistent demand from buyers. Livestock marketing that improves market access, such as through the development of infrastructure and transportation networks, can benefit intermediaries by enabling smoother transactions and expanding their market reach.

Research done by Lutta et al., (2021), findings indicate that livestock marketing intermediaries often engage in value-added activities along the livestock value chain. They may provide services such as transportation, sorting, grading, weighing, and sometimes even processing or packaging. These value-added activities can enhance the quality and marketability of livestock products, allowing intermediaries to command higher prices and capture additional margins.

Tolera & Eik, (2020) access to market information is crucial for livestock marketing intermediaries to make informed decisions and effectively navigate the market. Livestock marketing activities generate valuable market intelligence that intermediaries can leverage to assess market trends, monitor prices, and identify potential opportunities.

H2: Livestock marketing has statically significant relationship with Livestock marketing intermediaries

4.3. Livestock marketing intermediaries' effect on economic status of pastoral community

As study done by Tiki & Little, (2022) livestock marketing intermediaries play a crucial role in connecting pastoralist communities to wider markets. They provide market access by linking producers to buyers, including traders, processors, and consumers. By facilitating transactions and providing logistics support, intermediaries help pastoralists overcome the challenges of remote locations and limited market infrastructure. This expanded market access can increase the market opportunities for pastoralists, potentially leading to higher prices and increased incomes.

Mohamed, (2019) demonstrate intermediaries can negotiate prices on behalf of pastoralist communities, leveraging their market knowledge and bargaining power. They can help ensure that pastoralists receive fair prices for their livestock products, protecting them from exploitation and unfair trade practices. By advocating for fair trade and transparent pricing, intermediaries can improve the economic status of pastoral communities by ensuring they receive a fair share of the value generated in the livestock market.

Gonfa, (2019) livestock marketing intermediaries often provide value-added services to pastoralist communities, such as transportation, sorting, grading, and sometimes processing or packaging. These services can enhance the marketability and value of livestock products, enabling pastoralists to command higher prices. Intermediaries may also provide access to market information, helping pastoralists make informed decisions about production, timing, and pricing. By providing these value-added services, intermediaries contribute to the economic well-being of pastoralist communities.

According to Abebe et al., (2022) livestock marketing intermediaries may provide financial services, such as advances or loans, to pastoralist communities. These financial services can help pastoralists meet immediate needs, invest in their livestock herds, or diversify their livelihoods. By offering access to credit, intermediaries contribute to the economic empowerment of pastoralist communities, enabling them to improve their productivity, expand their businesses, and navigate challenging market conditions.

H3: Livestock marketing intermediaries has a significant effect on economic status of pastoral community.

4.4 Livestock marketing intermediaries' Mediation between livestock marketing and economic status of pastoral community

In the study done by Guyo Malicha et al, (2022), livestock marketing intermediaries play a crucial role in mediating between livestock marketing activities and the economic status of pastoral communities. Their involvement can have both direct and indirect effects on the economic well-being of pastoralist communities. Livestock marketing intermediaries facilitate market access for pastoral communities by connecting them to a broader network of buyers, processors, and consumers. They bridge the gap between producers and markets, overcoming geographical barriers and logistical challenges. By establishing linkages with various market players, intermediaries create opportunities for pastoralists to sell their livestock and livestock products at competitive prices. This increased market access directly impacts the economic status of pastoral communities by expanding their customer base and creating more avenues for trade.

Study done by Lutta et al., (2021) show that intermediaries have expertise in market dynamics and price trends. They understand market demand, quality requirements, and pricing mechanisms. When acting on behalf of pastoral communities, intermediaries negotiate prices with buyers, leveraging their knowledge and bargaining power. This helps ensure that pastoralists receive fair prices for their livestock and products, protecting them from exploitation and maximizing their economic returns. Additionally, intermediaries provide valuable market information to pastoralists, enabling them to make informed decisions about timing, pricing, and market strategies. This market information empowers pastoralists to optimize their marketing efforts and obtain better economic outcomes.

According to Dirriba M et al, (2022) livestock marketing intermediaries often provide value-added services to enhance the marketability and value of livestock products. They may engage in activities such as transportation, sorting, grading, and sometimes processing or packaging. These services improve the quality and presentation of livestock products, enabling pastoralists to command higher prices. By helping pastoralists meet market requirements and standards, intermediaries enhance the economic status of pastoral communities by enabling them to participate in higher-value market segments

H4: livestock marketing intermediaries has statically significant Mediating relationship with livestock marketing and economic status of pastoral community.

5. CONCEPTUAL FRAME WORK

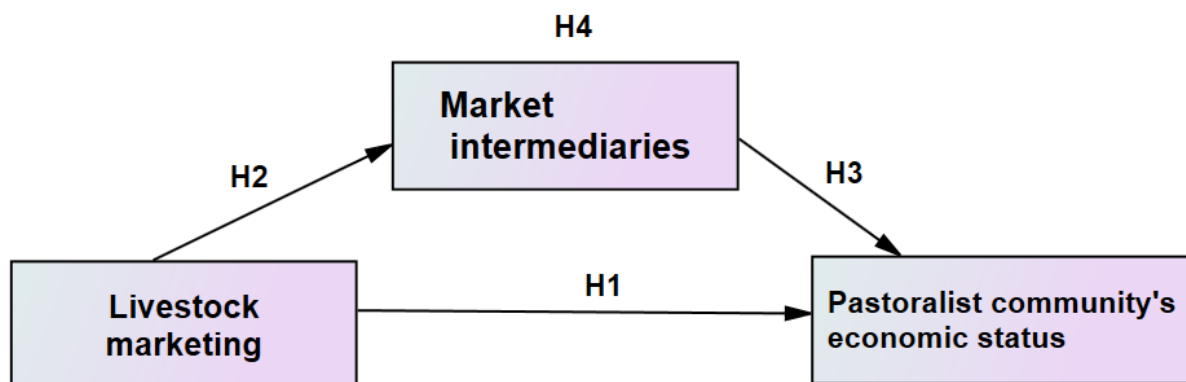


Figure 1: Testing Model

Source: Compiled From Reviewed Theories and Literature, 2023

6. RESEARCH METHODOLOGY

The primary objective of a quantitative investigation is to gather evidence for a specific characteristic or relationship, preferably a cause-and-effect association (Biru, 2018). Statistical inference is then applied to generalize the findings to the entire population (Bryman, 2012). Data analysis involves examining, cleaning, transforming, and modeling data to derive relevant information, recommendations, conclusions, and decision-making support (Dattalo, 2008). In this study, the data analysis was conducted using AMOS 23 version and SPSS software. According to Arbuckle (2014), AMOS (Analysis of Moment Structures) is a user-friendly program for visually analyzing structural equation models. It allows for easy specification, visualization, and editing of models using sketching tools. The model's fit was evaluated, necessary adjustments made, and a final model graphic suitable for publication was produced. A total of 385 pastoralists were surveyed using a likert scale-based structured questionnaire to collect the data (Kothari, 2004). The following formula was in this research to calculate the total sample size.

$$n = z^2 pq / 1 + N (e)^2$$

$$n = (1.96)^2 (0.5) (0.5) / (0.05)^2 = 384$$

Data Adequacy test

The KMO establishes the minimum sufficiency of data that must be more than 0.5 in order for a factor analysis to be deemed both acceptable and integer.

Table 1: Test for Sample Adequacy

“Kaiser-Meyer-Olkin” evaluate of data sufficiency.	.754
“Bartlett's investigation for Likelihood value Sphericity”	100.684
Degree of freedom	34
P-Value	.000

Source: SPSS result, 2023

Civelek, (2018) mention Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value is 0.754. This measure assesses the sufficiency of the data for conducting factor analysis. A KMO value between 0.5 and 1.0 is generally considered acceptable. In this case, the KMO value of 0.754 indicates that the sample size is adequate for conducting further analysis. Bartlett's Test of Sphericity test assesses whether the correlation matrix is significantly different from an identity matrix, indicating that the variables are interrelated. The likelihood value obtained from the test is 100.684. The degrees of freedom are 34, and the p-value is 0.000.

Since the p-value is less than the chosen significance level (usually 0.05), it suggests that there is sufficient evidence to reject the null hypothesis of sphericity. This means that there are relationships among the variables, and they are suitable for conducting further analysis, such as factor analysis or structural equation modeling. Overall, based on the results of the KMO measure and Bartlett's test, the data used in the analysis are deemed sufficient for conducting further statistical analysis.

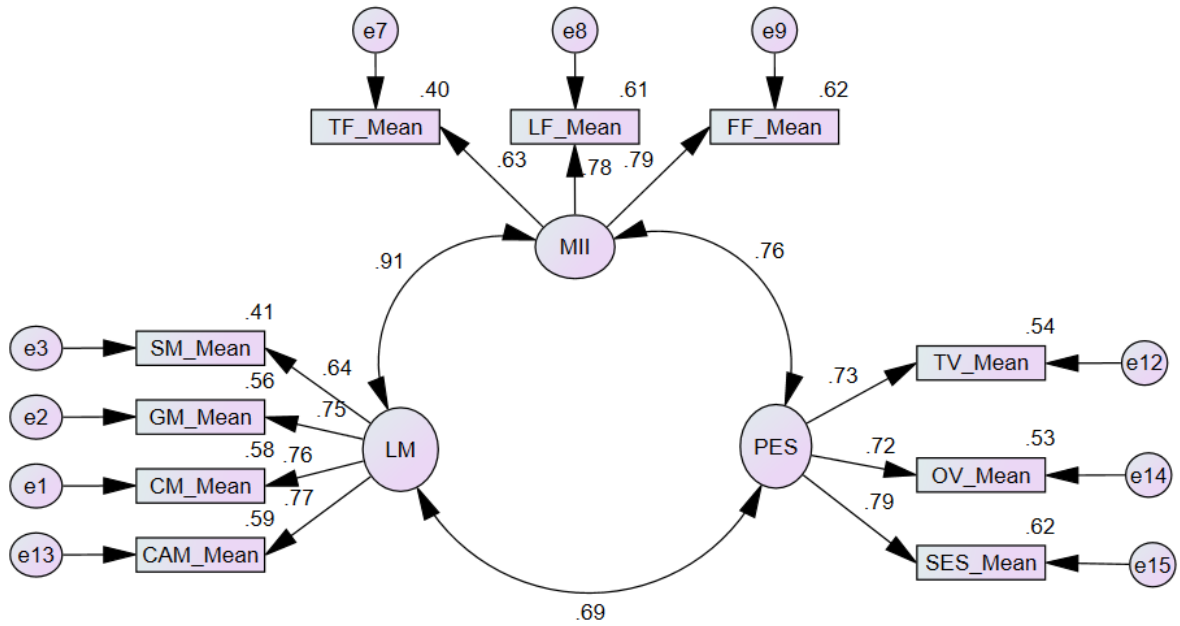


Figure 2: Exploratory factor analysis (EFA)

LM=Livestock Marketing; PES=Pastoralist Economic Status; MII=Marketing Intermediaries'

Source: AMOS result, 2023

Table 2: Covariance testing

			Estimate	S.E.	C.R.	P
LM	<-->	MII	.202	.021	9.534	***
LM	<-->	PES	.161	.017	9.451	***
MII	<-->	PES	.160	.018	8.991	***

LM=Livestock Marketing; PES=Pastoralist Economic Status; MII=Marketing Intermediaries'

Source: AMOS result, 2023

Table 2 presents the results of covariance testing using AMOS software in 2023. The table displays the estimates, standard errors (S.E.), critical ratios (C.R.), and p-values for the relationships between Livestock Marketing (LM), Marketing Intermediaries (MII), and Pastoralist Economic Status (PES). Here is the interpretation of the results:

1. LM <--> MII: The estimate for the relationship between Livestock Marketing and Marketing Intermediaries is 0.202. The standard error is 0.021, the critical ratio is 9.534, and the p-value is <0.001 (***). These values indicate a significant and positive relationship between Livestock Marketing and Marketing Intermediaries. The critical ratio being well above the threshold and the low p-value suggest a strong relationship.

2. LM <--> PES: The estimate for the relationship between Livestock Marketing and Pastoralist Economic Status is 0.161. The standard error is 0.017, the critical ratio is 9.451, and the p-value is <0.001 (***). These values indicate

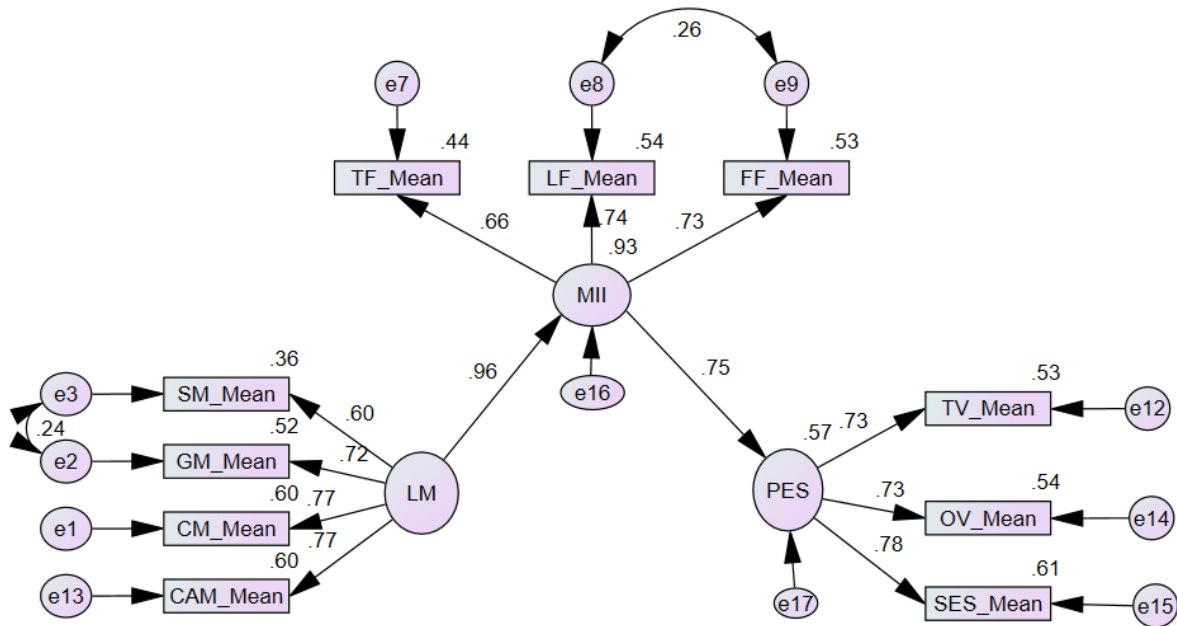


Figure 3: Structure Equation Model

LM=Livestock Marketing; PES=Pastoralist Economic Status; MII=Marketing Intermediaries'

Source: AMOS result, 2023

Table 3: Hypothesis Testing

			Estimate	S.E.	C.R.	P	Hypotheses
MII	<---	LM	.900	.069	13.008	***	H2
PES	<---	MII	.744	.067	11.104	***	H3

LM=Livestock Marketing; PES=Pastoralist Economic Status; MII=Marketing Intermediaries'

Source: AMOS result, 2023

Table 3 presents the results of hypothesis testing using AMOS software in 2023. The table displays the estimates, standard errors (S.E.), critical ratios (C.R.), p-values, and hypotheses for the relationships between Livestock Marketing (LM), Marketing Intermediaries (MII), and Pastoralist Economic Status (PES). Here is the interpretation of the results:

1. Hypothesis H2: The hypothesis states that there is a relationship between Marketing Intermediaries (MII) and Livestock Marketing (LM). The estimate for this relationship is 0.900, with a standard error of 0.069. The critical ratio is 13.008, and the p-value is <0.001 (***). Based on these results, the hypothesis is supported. The critical ratio being well above the threshold and the low p-value indicate a strong and significant relationship between Marketing Intermediaries and Livestock Marketing.

2. Hypothesis H3: The hypothesis states that there is a relationship between Pastoralist Economic Status (PES) and Marketing Intermediaries (MII). The estimate for this relationship is 0.744, with a standard error of 0.067. The critical ratio is 11.104, and the p-value is <0.001 (***). Based on these results, the hypothesis is supported. The critical ratio being well above the threshold and the low p-value indicate a strong and significant relationship between Pastoralist Economic Status and Marketing Intermediaries.

Table 4: Model Fitness

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	24	100.684	31	.000	3.248
Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.955	.935	.969	.954	.969

Source: AMOS result, 2023

Table 4 presents the model fitness evaluation for the specified model. The table includes information about the Normalized Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI), as well as other fit indices such as the Chi-square test statistic (CMIN), degrees of freedom (DF), p-value, and the CMIN/DF ratio. Here is the interpretation of the results: Chi-square test statistic (CMIN) value for the model is 100.684, with 31 degrees of freedom (DF). The p-value is <0.001, indicating that the model significantly deviates from the expected values.

The CMIN/DF ratio is 3.248. This ratio is used to assess the goodness of fit, with lower values indicating better fit. In this case, the ratio suggests that the model has a reasonably good fit, as it is below the threshold of 5. The Normalized Fit Index (NFI) is 0.955. This index measures the relative fit of the model, ranging from 0 to 1. A value closer to 1 indicates a better fit. In this case, the NFI value of 0.955 suggests a relatively good fit for the model. The Relative Fit Index (RFI) is 0.935. Similar to the NFI, a value closer to 1 indicates a better fit. The RFI value of 0.935 suggests a relatively good fit for the model.

The Incremental Fit Index (IFI) is 0.969. This index measures the improvement in fit compared to a null model. A value closer to 1 indicates a better fit. The IFI value of 0.969 suggests a relatively good fit for the model. The Tucker-Lewis Index (TLI) is 0.954. This index measures the relative fit of the model, with values closer to 1 indicating a better fit. The TLI value of 0.954 suggests a relatively good fit for the model. The Comparative Fit Index (CFI) is 0.969. This index measures the improvement in fit compared to a null model, with values closer to 1 indicating a better fit. The CFI value of 0.969 suggests a relatively good fit for the model.

Overall, based on the fit indices, the model appears to have a reasonably good fit, as indicated by the CMIN/DF ratio and the NFI, RFI, IFI, TLI, and CFI values. However, the significant Chi-square test statistic suggests that there may be some discrepancies between the model and the observed data.

Table 5: Mediation Analysis

	LM	MII	PES
MII	.900	.000	.000

	LM	MII	PES
PES	.669	.744	.000

LM=Livestock Marketing; PES=Pastoralist Economic Status; MII=Marketing Intermediaries'

Source: AMOS result, 2023

Based on the results presented in Table 5, several key findings can be derived. Livestock Marketing (LM) has a strong and positive direct relationship with both Marketing Intermediaries (MII) and Pastoralist Economic Status (PES). This suggests that Livestock Marketing plays a crucial role in influencing the involvement of Marketing Intermediaries and the economic status of pastoralists. Marketing Intermediaries (MII) also have a positive direct relationship with Pastoralist Economic Status (PES). This indicates that the presence and activities of Marketing Intermediaries can contribute to the economic well-being of pastoralists.

These results provide evidence for the importance of Livestock Marketing and Marketing Intermediaries in the context of pastoralist communities. Livestock Marketing appears to have a direct influence on both Marketing Intermediaries and Pastoralist Economic Status. Furthermore, the presence of Marketing Intermediaries is associated with improved economic outcomes for pastoralists.

Overall, these findings highlight the significance of Livestock Marketing and the involvement of Marketing Intermediaries in supporting the economic well-being of pastoralist communities. They suggest that strategies and interventions aimed at enhancing Livestock Marketing and facilitating the role of Marketing Intermediaries could potentially contribute to improving the economic status of pastoralists.

7. CONCLUSION

In conclusion, the study conducted an analysis of Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status. The findings from the analysis provide valuable insights into the relationships between these variables and their implications for pastoralist communities. The results indicate that Livestock Marketing has a significant and positive direct relationship with both Marketing Intermediaries and Pastoralist Economic Status. This suggests that Livestock Marketing plays a crucial role in influencing the involvement of Marketing Intermediaries and the economic well-being of pastoralists. The presence and activities of Marketing Intermediaries also have a positive direct relationship with Pastoralist Economic Status, indicating that they contribute to improved economic outcomes for pastoralists.

These findings highlight the importance of focusing on Livestock Marketing and the role of Marketing Intermediaries in supporting the economic development of pastoralist communities. By understanding the relationships between these variables, policymakers and practitioners can design targeted interventions and strategies to enhance Livestock Marketing and facilitate the involvement of Marketing Intermediaries. Such initiatives can potentially lead to improved economic opportunities and livelihoods for pastoralists. It is important to note that the presented results do not provide information about the statistical significance or standard errors of the estimates. Further analysis would be necessary to determine the significance and reliability of these relationships. In general, this study contributes to the existing knowledge on Livestock Marketing and its impact on Pastoralist Economic Status. It underscores the importance of considering the role of Marketing Intermediaries in promoting economic well-being within pastoralist communities. Further research

and practical interventions in this domain can help drive positive change and empower pastoralists to thrive economically.

8. MANAGERIAL IMPLICATIONS AND FUTURE DIRECTIONS

The findings of this study have several managerial implications and provide directions for future research in the field of Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status.

Managerial Implications:

The study highlights the significance of Livestock Marketing for pastoralist communities. Managers and policymakers can focus on implementing strategies to improve the marketing channels and infrastructure for livestock products. This can include initiatives such as establishing efficient transportation systems, storage facilities, and market linkages to facilitate the smooth flow of livestock products.

The involvement of Marketing Intermediaries can positively impact Pastoralist Economic Status. Managers can consider providing training and capacity-building programs for Marketing Intermediaries, enabling them to perform their roles effectively. Additionally, fostering collaborations between Marketing Intermediaries and pastoralist communities can help strengthen the relationship and create mutually beneficial partnerships. Based on the findings, organizations and policymakers can develop targeted economic empowerment programs for pastoralist communities. These programs can focus on providing financial literacy training, access to credit facilities, and business development support to enhance the economic status of pastoralists.

Future Directions:

Conducting longitudinal studies can provide a deeper understanding of the dynamics between Livestock Marketing, Marketing Intermediaries, and Pastoralist Economic Status over time. Long-term data collection can help identify trends, patterns, and the long-term impact of interventions on the economic well-being of pastoralists. Future research can explore the influence of contextual factors such as market structures, policy frameworks, and cultural norms on Livestock Marketing and the involvement of Marketing Intermediaries. Understanding these contextual factors can help tailor interventions and strategies to specific regional or cultural contexts.

Further investigation into the sustainability of Livestock Marketing and its impact on pastoralist livelihoods is warranted. Researchers can explore the environmental, social, and economic sustainability aspects of Livestock Marketing practices and identify strategies to promote sustainable livelihoods for pastoralist communities. Comparing Livestock Marketing and the role of Marketing Intermediaries across different regions or countries can provide insights into the variations in practices and outcomes. Comparative studies can help identify best practices and inform policy recommendations for different contexts.

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