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**A CRITICAL EVALUATION OF PORT PRICING AND TARIFF STRUCTURE IN NIGERIAN PORTS****DR. OBED NDIKOM****SR. LECTURER****DEPARTMENT OF MARITIME MANAGEMENT TECHNOLOGY****FEDERAL UNIVERSITY OF TECHNOLOGY****OWERRI****BUHARI SODIQ****RESEARCH SCHOLAR****DEPARTMENT OF MARITIME MANAGEMENT TECHNOLOGY****FEDERAL UNIVERSITY OF TECHNOLOGY****OWERRI****ABSTRACT**

*This thesis evaluated Port pricing and tariff structure in Nigerian Ports. It deduced the Port pricing method adopted in Nigerian Ports. It also reviewed the challenges militating against the implementation of effective port pricing and tariff structure, and the impact of port service price on the demand for shipping services. Relevant literatures on evaluation of Port pricing and tariff structure in Nigerian Ports were reviewed. Primary data were collected by means of questionnaire from respondents in the Shipping companies, shipping agents, logistics companies, stevedoring agents, and freight forwarders. In all, 200 valid questionnaires were returned and used for the analysis. The Analysis of Variance (ANOVA) method was used to analyze the data collected with the help of the Statistical Package for Social Sciences (SPSS). After the analysis, it was deduced that cost based pricing is the Port pricing method prevalent in Nigerian Ports. It was further deduced that unstructured increase in tariff structure and port service price has been the major cause of cargo diversion from our Ports to neighbouring ports, it reduces the demand for shipping services, inflates price of import, causes delay in cargo clearance, and could lead to increased freight rates. After the test of hypothesis, it was deduced that there is a significant relationship between port pricing and competitive advantage in our Ports. It was also affirmed that an inverse relationship exist between Port service price and demand for shipping services. It was concluded that changes in port pricing has implications for competitiveness of ports, and thus port pricing strategies that gives incentives will increase Port efficiency and enhance port assets utilization. There is need for reduction of government multiple agencies at the port and encouragement of joint examination on imports by concerned agencies. This will reduce multiple tariff structures and eliminate corruption within the maritime system.*

**KEYWORDS**

Port Pricing, Port tariff, Tariff structure, Nigerian Ports, Cargo diversion, Multiple agencies, Competitive advantage, Ports and Shipping services.

**1.1 INFORMATION**

Over the years, and in the years to come, if not properly handled in line with international best practices, it is a fact that, the management and organization of the Nigerian Port system have proved to be unnecessarily difficult due to external influence of government policies and the lack of funding as the trend has been for years (Ndikom, 2011). This is because by nature, port services and operations have huge structural and capital outlays. This therefore means that, to be effective and efficient, the port should have enough finance to shoulder all its responsibilities. Obviously, an adequately and efficiently operated port (with regard to pricing policies and efficient service delivery) is important to the development of a maritime nation- whether in ensuring the continuing prosperity of an industrialized Country or in ensuring the steady development of an under developed nation or economy (Rjne, 1988). Efficient port pricing increase the operational modalities of a given port system, especially in this age of deregulated market systems. Port pricing can be broadly defined as the use of pricing as a mechanism for achieving operational, financial and marketing objectives and targets. Port pricing is considered as many as the key activity within a capitalistic or free market economy (Iheanacho, 2005). It is a basic regulator of the economic system because it influences the allocation of all factors of production. Price, therefore, is the allocator of scarce resources, and the determiner of what will be produced (supply of port services), and who will get how much of the product (demand of port services by users). Port pricing structure, more than any other segment of the maritime system, is influenced by state legislations and policies which, most times, adversely affect operations within the system (Folarin, 2009). Obviously, the price of a port service is a major determinant of the market demand for such service. This is because price usually affects a service competitive position and its share of the market in a deregulated setting. In this case, Port pricing has a considerable bearing on a port's net profit. The price of a port service affects port operations and marketing targets. The port price of a service offered at any given point in time influences wages, rent, tariff structures, charges, and profits within an economic system. Indeed, the price of a product or service in a port influences the price paid for the factors of production (Land, labour, capital and entrepreneurship). It is believe generally that, the pricing of port services, like all other forms of pricing, is dependent on the forces of demand and supply; but the factors affecting both demand and supply of port services are perhaps more complicated than in the case of other industries (Ndikom, 2008). This phenomenon makes the pricing of port services rather difficult and complex. It is noteworthy that, as with forms of transport infrastructures, the demand for shipping and associated port facilities, is derived from the demand of the commodities carried; it is therefore affected by the elasticity of demand for such commodities. Consequently, for a well conceived pricing structure and tariff system for port services to be justified, ship owners and other port users would demand some reasonableness in costing, such as;

- Adequate facilities to accommodate the size and type of ships engaged in or likely to be employed in particular trade that requires the services of the port.
- Efficient services for docking and undocking of ships.
- Efficient facilities and services for loading, discharging and storing of cargo.
- Adequate and efficient facilities in the port areas for transit of goods.

Port price is the value expressed in terms of monetary medium of exchange regarding services offered to port users at a particular time. In short, a price is the amount of money (plus possibly some service) that is needed to acquire a product and its accompanying services (Ndikom, 2011). It is the only element in the marketing mix that is revenue related; the other elements are cost related. In spite of the importance of price setting, most ports do not handle pricing well (Ndikom, 2011). The most common mistakes are;

- a. Pricing is too cost oriented in the ports authority fail to take sufficient account of demand intensity and customer psychology.
- b. Price is not revised often enough to capitalize on the changed conditions in the market.
- c. Price is too set independently of the rest of the marketing mix rather than as an intrinsic element of market positioning strategy.
- d. Price is not varied enough for different service items and market segments.

Over the years, there have not been appropriate port pricing policies in Nigeria due mainly to the problems of management, government policy inconsistencies and lack of funding; and this has negative effects on port operations and performance. There was a single pricing approach that was accepted and uniformly

applied by all ports. And, indeed, what was obtainable had no 'best approach', given the diversity in the characteristics, types of ownership philosophies of management, specific goals and so on. But to attain optimum utilization of facilities, a port must have the capacity to determine the net benefit at a level that is enough to encourage the economic utilization of port assets and services (Ndikom, 2011). If port assets are in port supply, people and organizations would be discouraged from using the port and its few assets. A system that sets prices for sufficient and efficient assets is likely to meet the target of profit maximization and customer satisfaction. This means that, except a port has excess shed capacity, a pricing policy which encourages port users to allow their goods to remain in transit sheds instead of a warehouse outside the port would only lead to overcrowding of these sheds and, ultimately, to inadequate utilization of quays and other infrastructure, delays to ships of gang time and so on. This is an argument, however, that high charges for port services will encourage shippers to remove their cargo from transit sheds as quickly as possible, thereby permitting better utilization of other port assets, even if they yield lower revenue to the port. But if the port has excess transit shed capacity, warehousing then become a source of income to the port and relatively low charges are applied to encourage goods to be left in the port in order to secure better utilization or transit shed facility without jeopardizing other port assets and services (Ndikom, 2011). Moreso, port administration and structure is a process of carrying people along in an organizational setting towards the achievements of corporate objectives. The administrative prowess of a port determines the effectiveness and efficiency of that port. The main goal of port development and tariff administration is to facilitate easy productivity. The demand for port services outweighs the supply of port services in Nigeria. In other words, the expected level of efficiency in the port of the world is yet to be achieved. Port tariff is a form of tax that is paid by a port user to the port authority for his goods coming into or going out of the port (Ndikom, 2006). It is also a list of fixed prices that are charged by a port for rendering a particular form of service to the port user. A port charge, on the other hand, is the amount of money a port authority asks the port user to pay for the goods imported and services rendered. Port charges are used in general application to refer to the price required by any ports authority for services rendered, which are distinct from facilities provided in connection with the handling of cargo, for instance, between the ship and the shore. Major port charges, which form the main source of income for the port, are constituted by general port dues, rates and specific tariffs (Ndikom, 2008). Strategic tariff administration has to do with decisions that lead to the application of appropriate tariff administration for both imports and exports. This also has to do with having the right prices or tariff for all imports and exports in the administration and application of same. The nation's port have, over the years been run by managers whom seem not to understand the basic principles of management. A well managed port system is often seen as a great tool of government or the state, especially in developing its internal commercial activities and the movement of cargo to and fro the nation. In view of the changing port and shipping environment which, over the years, have been plagued with fraudulent and sharp practices, administration of both human and material resources (including tariff application) within the port, should be of great interest to government, policy makers and concerned stakeholders (Ndikom, 2011). A port is a system of individuals working together to achieve, through a hierarchy of ranks and division of labour, common goals (Ndikom, 2008). Administration, on the other hand, is a process of carrying people along in an organization to achieve corporate objectives. Hence, the saying that, the administration of a port determines the effectiveness of that port. It is important to present first, an overview of the administrative pattern of a port worldwide and in Nigeria, especially regarding tariffs. This is expected to facilitate the retooling of port administration in the country (Iheanacho, 2005). Within the last few years of port reforms, port administration in Nigeria witnessed a new structure of autonomy, reflecting a new tariff administration/ regime at all terminals. This regime is one of the best form of tariff administration in the world over. The system centres around autonomy for major ports governing boards and strong executive offices, a unified command in each port by the executive director supervision, coordination and guidance by a policy making port authority, and so on. Also of interest is the adoption of flexible local requirements that permit modifications in accordance with changing conditions (Ndikom, 2011).

The administrative patterns of large and prosperous ports is often far from being perfect, needing improvements and reforms. A radical change in ethics system may, however, be more difficult to carry out in ports of an advanced country than those of a newly independent state, because of long established habits and vested interests. Most executives in the former have exercised authority and control in a given pattern for a long time. Authorities are always reluctant to relinquish their responsibilities in an event of an extensive re-organization.

Exorbitant port charges are major constraints to doing business in Nigerian ports. It could be recalled that the various port reform process embarked upon by the government failed to address the issue of high port charges, except the 2001 port reforms policy (Ndikom, 2004).

It is noteworthy therefore that high port charges have 'criminally' daunted operators in Nigerian Ports, where compared to sea ports of neighbouring countries. As a result, diversion of cargo vessels to these ports is a common feature, thereby causing massive loss of revenue to government, low ship turnaround time, unemployment, and of course, increased smuggling activities across the nation's borders (Ndikom, 2008). But with concessioning, the Federal government has reviewed the various ports charges and tariffs for the various services offered in the ports in conformity with the 48 hours clearance project, as a way of achieving the objectives for which the nation's seaport were concessioned, and transformed the Nigerian Port system to a modern, fast clearing system, which is user and investment friendly, as is done elsewhere in the world (Ndikom, 2008).

## 1.2 PROBLEM STATEMENT

Over the years, there have not been an appropriate port pricing policies in Nigerian Maritime Industry due to mainly the problem of management, government policy inconsistencies and lack of funding; and this have had negative effects on port operations and performance. There was no single pricing approach that was obviously accepted and uniformly applied by all ports for purposes of documentation, cargo clearing and delivery at the end (Ndikom, 2011). And indeed, what was obtainable had no best approach, given the diversity in the characteristics, types of ownership, philosophies of management, specific goals and so on. Really, the pricing of port services and fixing of appropriate tariff rates is an important tool in managing port operations and attracting port patronage. This is because, over the years, port pricing of services in Nigeria has never been static, for there was no appropriate price for services rendered to Port users in most Nigerian Ports (Iheanacho, 2005). This has thus negatively affected the nation's port utilization, port's productivity, efficiency and operational performance optimization. Obviously, it is believed that, exorbitant port charges are major constraints to doing business in Nigerian Ports. It could be recalled that the various port reform process embarked upon by the government failed to address the issue of high port charges, except the 2001 port reform policy (Ndikom, 2004). It is noteworthy therefore that high port charges have 'criminally' daunted operations in Nigerian Ports, when compared to seaports of neighboring countries. As a result, diversion of cargo or vessels to these ports is a common feature, thereby causing massive loss of revenue to government, low ship turnaround time, unemployment, and off course, increased smuggling activities across the nation's borders (Ndikom, 2008). But with concessioning, the Federal government has reviewed the various port charges and tariffs for the various services offered in the Ports in conformity with the 48 hours clearance project, as a way of achieving the objectives for which the nation's seaports were concessioned, and transform the Nigerian port system to a modern, fast-clearing system, which is user and investment friendly, as is done elsewhere in the world (Ndikom, 2008). With a concession of Nigerian ports, the federal government has attempted to review the various port charges and tariffs for Port services in the country, in conformity with the 48 hour clearance objectives. This way, the government can achieve the objectives for which the seaports were concessioned and thus, transform these ports into a modern port system, that is both user and investment friendly. This is the best practice in world maritime industry (Ndikom, 2008). This is because, the administration of port tariff in Nigeria has, over the years, been a difficult task for both Port managers and terminal concessionaires. Tariff regimes in the country has been adjudged the highest in West and central African sub regions, a situation that the world bank considers the most precarious business and investment in the world. Terminal concessionaires often claim that such high tariffs and charges are to maintain an efficient and effective port environment. To an extent, the argument seems right as vessels that today call at the terminals leave on time than during the NPA days. But, this is not enough justification in this time and age of globalization, when prices paid for port services are crashing all over the world and tariff application and administration as regards imports and exports are reducing drastically even in West Africa (Iheanacho, 2005).

## 1.3 OBJECTIVES

The main objective of this research is to evaluate Port pricing and Tariff structure in Nigeria Ports. Other specific objectives include;

1. To evaluate the Prospect of Port Pricing and tariff structure in Nigerian Ports.
2. To deduce the port pricing method adopted in Nigerian ports.



3. To review the challenges militating against implementation of effective seaport pricing and tariff policy.
4. To assess the effect of Port service price on the demand for shipping services.
5. To assess the effect of competitive tariff structure on cargo throughput in Nigerian Ports.

#### 1.4 RESEARCH QUESTIONS

The following research questions are formulated to guide the study.

1. What are the prospects of Port pricing and tariff structure in Nigeria?
2. Which Port pricing method is adopted in Nigerian Ports?
3. What are the challenges militating against implementation of effective seaport pricing and tariff policy?
4. What are the effects of Port service price on the demand for shipping services?
5. What are the effects of competitive tariff structure on cargo throughput in Nigerian Ports?

#### 1.5 RESEARCH HYPOTHESIS

The research hypotheses include the following;

H<sub>01</sub>: There is no significant relationship between port pricing and tariff structure and competitive advantage in our ports.

H<sub>01</sub>: There is no significant relationship between improved tariff structures and cargo throughput in Ports.

H<sub>01</sub>: There is no inverse relationship between Port service price and demand for shipping services.

#### 1.6 METHOD

##### RESEARCH DESIGN

This is a cross-sectional survey design which involves the use of questionnaire, was adopted in this study using simple random technique, a total population study of three hundred respondents were drawn from a selected Nigerian port industry, through which two hundred and forty respondents were finally selected. This research study also used a non-probability sampling method through convenience sampling to arrive at a sample size of two hundred and forty (240) respondents. This design was chosen because it provides appropriate methodology for opinion and perception of human behavior.

##### INSTRUMENTATION

A self developed close ended 21 item titled **a critical evaluation of port pricing and tariff structure in Nigerian ports** and was developed and used for data collection. This questionnaire was structured to generate information with respect to the research questions earlier stated. Content validity for the instrument was ascertained by technocrats, and professionals within the maritime industry. The reliability was ascertained using the test-retest method with an intervening interval of one week between the first and the second administrations of the questionnaires. The reliability coefficient of 0.0025 was obtained. To accomplish the investigation, the researcher distributed copies of questionnaire to 240 respondents drawn for Apapa and Tinian Island ports Lagos as regard **evaluation of port pricing and tariff structure in Nigerian ports**.

#### 1.7 DATA PRESENTATION AND ANALYSIS

This paper contains data presentation and analysis thereby showing the nitty gritty of the entire research work. It starts with the analysis of the respondent's bio data. A total of 250 questionnaires were administered and 200 valid questionnaires returned.

The variable analysis started with presentation of the data and analysis of each data with the use of different tables for each item discussion through percentage analysis and weighted scores.

##### ANALYSIS OF QUESTIONNAIRE

**What is your gender?**

**TABLE 1: SHOWING THE GENDER DISTRIBUTION OF RESPONDENTS**

Sex	Number of respondents	Percentage (%)
Male	164	82
Female	36	18
Total	200	100

Source: Field survey

Discussion: As presented in table 4.1 above, 82% of the respondents are male, while the rest 18% are female. This shows that the majority of the respondents are male.

**What is your educational qualification?**

**TABLE 2: SHOWING THE EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS**

Educational qualification	No of respondents	Percentage (%)
WASSCE	35	17.5
OND/NCE	45	22.5
HND/B.Sc, B.Tech	108	54
M.Sc., MBA	12	6
Ph.D	-	-
TOTAL	200	100

Discussion: As presented in table above, 17.5% of the respondents have W.A.S.S.C.E, 22.5% of the respondents have OND/NCE, 54% of the respondents have their HND and DEGREE, 6% of the respondents have master's degree, and none of the respondents have a P.HD. Therefore, majority of the respondents have either a Higher National Diploma (HND) or a Degree.

**Which area in the port are you attached to?**

**TABLE 3: SHOW AREA WHERE RESPONDENTS WERE ATTACHED**

Port areas	No of respondents	Percentage (%)
Shipping Companies	51	25.5
Stevedoring agents	22	11
Freight forwarders	43	21.5
Shipping agents	57	28.5
Logistics companies	27	13.5
Total	200	100

Discussion: As presented in Table above, 25.5% of the respondents are from Shipping companies, 11% are Stevedoring agents, 21.5% of the respondents are Freight forwarders, 28.5% of the respondents are from , while 13.5% of the respondents has one of the lowest number of respondents.

How many years have you worked in the firms?

TABLE 4: YEARS OF WORKING EXPERIENCE OF RESPONDENTS

Year(s)	No of respondents	Percentage (%)
0 – 1	8	4
1 – 2	18	9
3 – 5	62	31
6 – 10	94	47
11 and above	18	9
Total	200	100

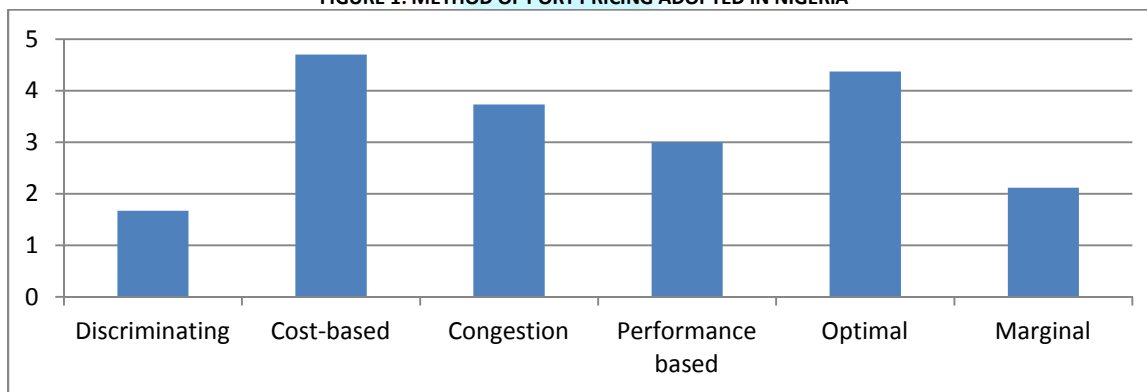
Discussion: From Table above, 4% of the respondents don't have more than one year experience, 9% of the respondents have working experience of 1-2, 31% have working experience of 3-5 years, 47% of the respondents have working experience of 6-10 years and 9% of the respondents have working experience of 11 years and above.

Which method of Port pricing is adopted in Nigerian Ports?

TABLE 5: METHOD OF PORT PRICING

S/No	Methods of Port pricing	SA (5)	A (4)	N (3)	D (2)	SD (1)	Total	Weighted score	Rating
1	Discriminating Pricing	-	-	38	58	104	200	334	1.67
2	Cost-based Pricing	140	60	-	-	-	200	940	4.7
3	Congestion Pricing	48	72	58	22	-	200	746	3.73
4	Performance based Pricing	14	42	84	50	10	200	600	3.0
5	Optimal Pricing	116	52	22	10	-	200	874	4.37
6	Marginal Pricing	-	28	32	76	64	200	424	2.12

FIGURE 1: METHOD OF PORT PRICING ADOPTED IN NIGERIA



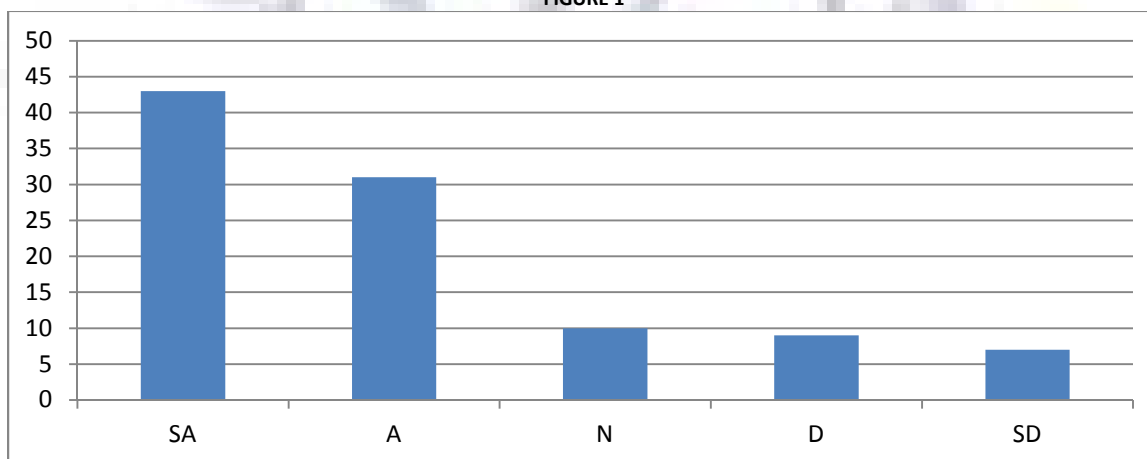
Discussion: From the table, it can be seen that Discriminating port pricing has a rating of 1.67, Cost based pricing has a rating of 4.7 which is the highest, congestion pricing has a rating of 3.73, Performance based pricing has rating of 3.0, Optimal based pricing has a rating of 4.37 and Marginal pricing has a rating of 2.12. This shows that respondents strongly agree that Cost based pricing is the method of Port pricing adopted in Nigerian Ports.

High tariff structure leads to cargo diversion from Nigerian Ports?

TABLE 6: HIGH TARIFF STRUCTURE LEADS TO CARGO DIVERSION FROM NIGERIAN PORTS

Responses	No of respondents	Percentage (%)
SA	86	43
A	62	31
N	20	10
D	18	9
SD	14	7
TOTAL	200	100

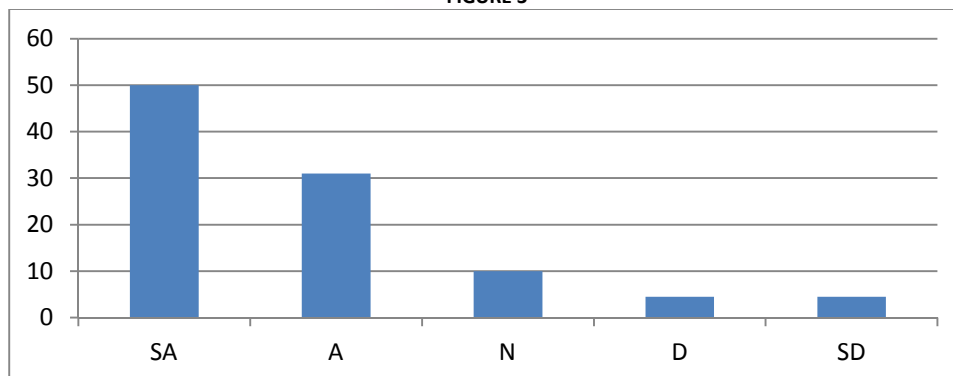
FIGURE 1



Discussion: From the Table, it can be seen that 74% of the respondents agree that high tariff structure leads to Cargo diversion from Nigerian Ports.

**Increase in Port service price reduces demand for shipping services?****TABLE 7: INCREASE IN PORT SERVICE PRICE REDUCES DEMAND FOR SHIPPING SERVICES**

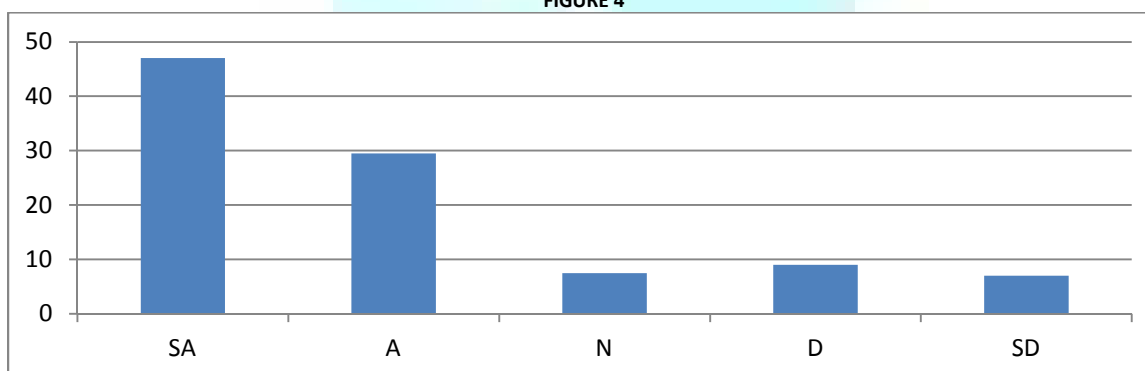
Responses	No of respondents	Percentage (%)
SA	100	50
A	62	31
N	20	10
D	9	4.5
SD	9	4.5
TOTAL	200	100

**FIGURE 3**

From the table, it can be seen that 81% of the respondents agree that increase in Port service price reduces demand for shipping services.

**Increase in Port service price increases the price of import commodity?****TABLE 8: INCREASE IN PORT SERVICE PRICE INCREASES THE PRICE OF IMPORT COMMODITY**

Responses	No of respondents	Percentage (%)
SA	94	47
A	59	29.5
N	15	7.5
D	18	9
SD	14	7
TOTAL	200	100

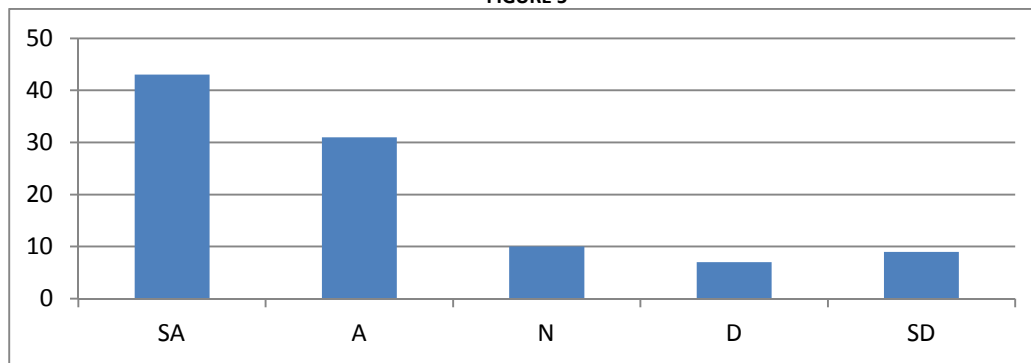
**FIGURE 4**

From the Table, it can be seen that 76.5% of the respondents agree that increase in Port service price increases the price of import commodity.

**Poor port pricing affect the efficiency of Nigerian Ports?****TABLE 9: POOR PORT PRICING AFFECT THE EFFICIENCY OF NIGERIAN PORTS**

Responses	No of respondents	Percentage (%)
SA	86	43
A	62	31
N	20	10
D	14	7
SD	18	9
TOTAL	200	100

FIGURE 5



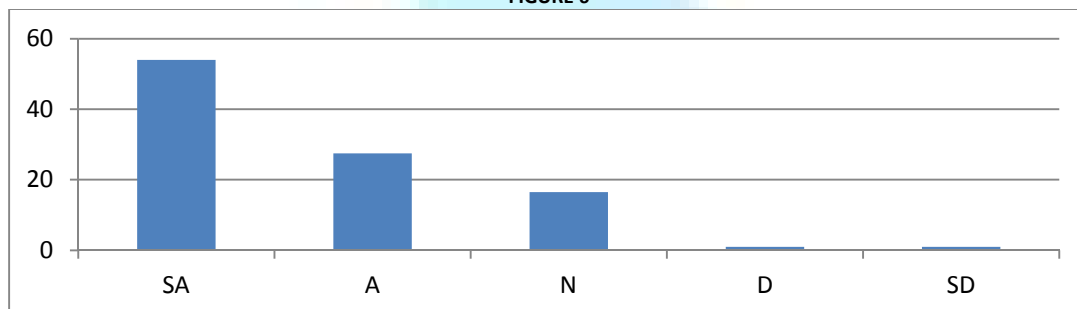
It can be seen that respondents agree that 74% of the respondents agree that Poor port pricing affect the efficiency of Nigerian Ports.

**High and inflated Port pricing and tariff structure cause delay in clearing of cargo thereby leading to cargo congestion?**

TABLE 10: HIGH AND INFLATED PORT PRICING AND TARIFF STRUCTURE CAUSE DELAY IN CLEARING OF CARGO THEREBY LEADING TO CARGO CONGESTION

Responses	No of respondents	Percentage (%)
SA	108	54
A	55	27.5
N	33	16.5
D	2	1
SD	2	1
TOTAL	200	100

FIGURE 6



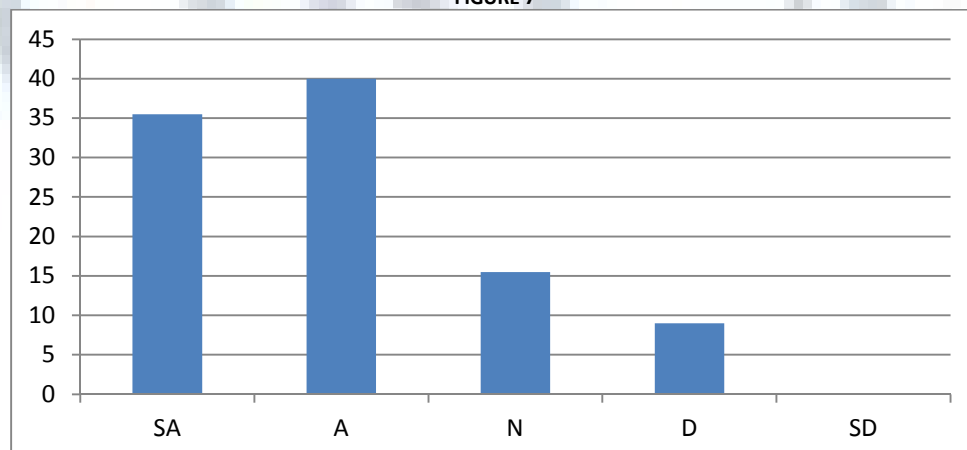
From the Table, it can be seen that 81.5% of the respondents agree that high and inflated Port pricing and tariff structure cause delay in clearing of cargo thereby leading to cargo congestion.

**Increase tariff structure on vessels cause increased freight rates?**

TABLE 11: INCREASE TARIFF STRUCTURE ON VESSELS CAUSE INCREASED FREIGHT RATES

Responses	No of respondents	Percentage (%)
SA	71	35.5
A	80	40
N	31	15.5
D	18	9
SD	0	0
TOTAL	200	100

FIGURE 7



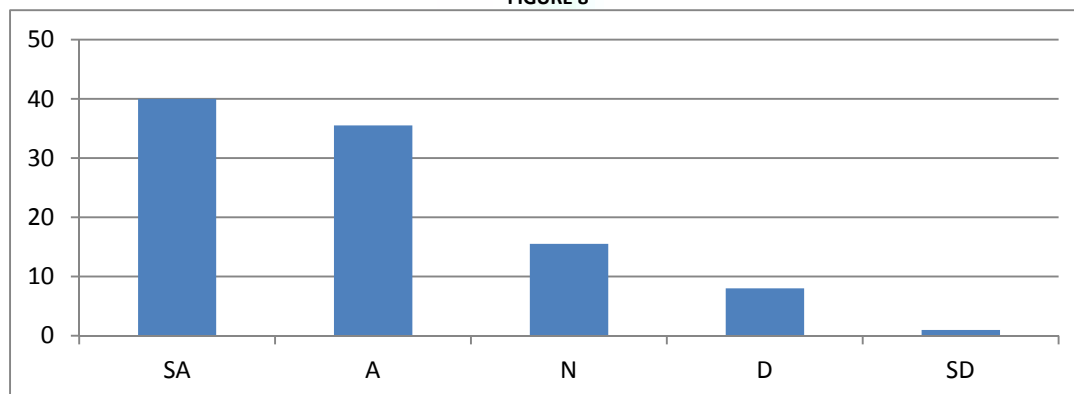
From the Table above, it can be seen that 75.5% of the respondents agree that Increase tariff structure on vessels cause increased freight rates.

**There is a significant relationship between Port pricing and tariff structure and competitive advantage in our Ports?**

**TABLE 11: RELATIONSHIP BETWEEN PORT PRICING AND TARIFF STRUCTURE AND COMPETITIVE ADVANTAGE IN OUR PORTS**

Responses	No of respondents	Percentage (%)
SA	80	40
A	71	35.5
N	31	15.5
D	16	8
SD	2	1
TOTAL	200	100

**FIGURE 8**



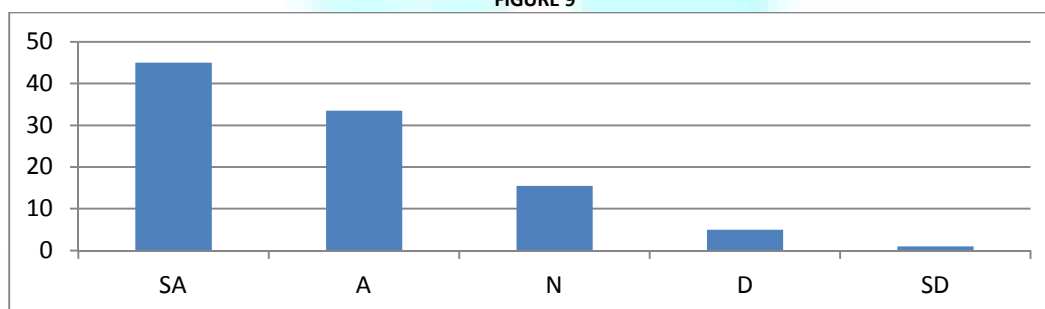
From the Table, it can be seen that the 75.5% of the respondents agree that Increase tariff structure on vessels cause increased freight rates.

**There is a significant relationship between improved tariff structure and cargo throughput in Ports?**

**TABLE 12: RELATIONSHIP BETWEEN IMPROVED TARIFF STRUCTURE AND CARGO THROUGHPUT IN PORTS.**

Responses	No of respondents	Percentage (%)
SA	90	45
A	67	33.5
N	31	15.5
D	10	5
SD	2	1
TOTAL	200	100

**FIGURE 9**



From the Table above, it can be seen that respondents agree that 78.5% of the respondents agree that improved tariff structure and cargo throughput in Ports.

## TEST OF HYPOTHESIS

Restatement of hypothesis

H<sub>01</sub>: There is no significant relationship between port pricing and tariff structure and competitive advantage in our ports.

H<sub>A1</sub>: There is a significant relationship between port pricing and tariff structure and competitive advantage in our ports.

H<sub>02</sub>: There is no significant relationship between improved tariff structures and cargo throughput in Ports.

H<sub>A2</sub>: There is a significant relationship between improved tariff structures and cargo throughput in Ports.

H<sub>03</sub>: There is no inverse relationship between Port service price and demand for shipping services.

H<sub>A3</sub>: There is an inverse relationship between Port service price and demand for shipping services.

RESPONSES	H1	H2	H3
SA	40	45	50
A	35.5	33.5	31
N	15.5	15.5	10
D	8	5	4.5
SD	1	1	4.5



## DECISION RULE

1. The R value of the MODEL SUMMARY TABLE represents Simple correlation. If it is close to 1, then, there is a high degree of correlation, if it is close to zero; it indicates a low degree of correlation.
2.  $R^2$  value of the MODEL SUMMARY TABLE indicates how much of the dependent variable can be explained by the independent variable.
3. The ANOVA TABLE indicates that the Regression Model predicts the outcome variable significantly well. If the significant column is less than 0.05, it means that the model applied can statistically significantly predict the outcome variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 <sup>a</sup>	.899	.011	2.426

a. Predictors: (Constant), y

From Table above, it can be deduced that the Simple correlation value (R) = 0.847 indicating a high degree of correlation.

ANOVA<sup>b</sup>

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	22.345	1	22.345	3.797	.0025 <sup>a</sup>
Residual	17.655	2	5.885		
Total	40.000	3			

From Table above, it can be deduced that the model is statistically significant because Sig Column is 0.0025 which is the level of significance.

Therefore, the alternative hypothesis can be accepted and the null rejected. Thus,

There is a significant relationship between port pricing and tariff structure and competitive advantage of in our ports. When Port prices and dues are competitive and considerate, Nigerian ports will have competitive advantage over other neighbouring ports of West Africa and this will reduce cargo diversion drastically. When this tariff structure is improved also, the cargo throughput in Nigerian Port will increase and boom. Also, it can be concluded that there is an inverse relationship between Port service price and the demand for shipping services, the demand for port services will improve if the port service price is reduced.

## CONCLUSION

The pricing of port services and fixing appropriate tariff rates is an important tool for managing port operations and for attracting port user's patronage. Over the years, port pricing of services has never been static and there is no appropriate price for services rendered to users of the port. This has over the years affected our port cost of services within the port's system. Therefore, the government should make price of Port services, Port tariffs, dues e.t.c. to be moderate and competitive compared with our neighboring Ports. This will increase the demand for shipping service, solve the problem of cargo diversion and in turn increasing Government revenue accruing from the Port.

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