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Determinants of Consumption of *Lafun*In ASA Local Government Area

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Abstract

This study analyzed determinants of consumption of lafun in Asa Local Government Area, Kwara State, Nigeria. Multistage sampling techniques were used for sampling of respondents. A total number of 150 respondents were interviewed with structured questionnaire. Data collected were analyzed using descriptive statistics and ordinary least square regression. The data were analyzed to determine the relationship between independent variables (years of schooling of household head, household size, age, household income, cost of substitute) and the dependent variable (quantity of lafun in kg). The mean age of the household heads was 40 years. Majority (67.33%) of the respondents consumed lafun because of its taste. The coefficients of cost of substitute, age of household head and household income were negative. The quantity of lafun consumption rises as the price of its substitutes reduces. The rich household reduce their consumption of lafun, Government should therefore do a national mobilization to discourage school drop-out and education should be made free at all levels. National Agency for Food and Drug Administration and Control should promote, tasty, hygienic and attractively packaged lafun to be able to compete with other food stuffs internationally.

Keywords: *Cassava,consumption, substitute, household, lafun, pattern and preference.*

1. Introduction

Cassava is the chief source of dietary food energy for the majority of the people living in the lowland tropics, and much of the sub-humid tropics of West and Central Africa (Tsegia and Kormawa, 2002). Therefore, its production and utilization must be given prime attention in food policy. Cassava has the ability to grow on marginal land where cereal and other crop do not grow well (Nwekeet *al*. 2002). It can tolerate drought and can grow in low nutrient soil while it helps to increase food supply (Nwekeet *al*. 2002). The consumption pattern of a household is the combination of qualities, quantities, acts and tendencies characterizing a type of food and non-food items consumed, vary from region to region. Consumption patterns normally contribute greatly to the social and economic policy of the country. In a developing economy like Nigeria, the consumption pattern is skewed towards food i.e. food accounts for a higher proportion of the total expenditure, while in developed economies the opposite is the case.

Inadequate planning of Nigeria's agriculture to cope with the growing population has led to the wide spread of food shortage (Akande, 2000). Data on effective demand of food is needed to sustain the growth in food production because producers need market for their products. Moreover scale production and marketing at low cost in order to increase the quantity, consumption parameters provide necessary information on linkages from food consumption to incentive of agricultural production through the marketing sector (Korwama and Akoroda, (2003). Efficient production and marketing techniques ensure large and quantity of food available for consumption.

The objectives are to;

- Examine the socio-economic characteristics of *lafun* consumers in the study area.
- Identify the consumption pattern of the consumers in the study area
- Identify the reasons for preference of consumption of *lafun* in the study area
- Estimate the determinants of consumption of *lafun* in the study area.

Hypothesis testing

H_{o1}: There is no significant relationship between socio economic characteristics household and consumption of *lafun* in the study area.

Methodology

This study was carried out in Asa Local Government Area of Kwara State, Nigeria. Asa Local Government Area has

Table 1: Socio –economic characteristics of respondents and their household

Socio Economic Characteristics	*Frequency*	*Percentage*
Age (years)		
≤ 30	30	20
31 – 40	61	41.33
41 – 50	32	21.34
≥51	27	17.33
Mean = 40 years		
Educational status		
No Formal Education	64	42.67
Primary	71	47.33
Secondary	15	10.00
Mean = 4 years		
Household monthly income (N)		
≤ 30000	15	10.00
30001 – 70000	51	34.00
70001 – 110000	42	28
110001 – 150000	32	21.33
>150000	10	6.67
Mean = 87, 530, Minimum = 21500, Maximum = 210000		
Household size		
1 – 3	16	10.67
4 – 6	61	40.66
7 – 9	40	26.67
10 – 12	27	18
≥13	6	4
Mean = 7, Maximum = 13		

Field survey, 2013

area land size of 106,455 square kilometer. It has a total population of 385,221, which is made up of 180,387 males and 204,834 females (National Population Census 2006). Kwara State lies within the north central geopolitical zone of Nigeria. It has a land area of about 34,467,536 square kilometres. According to the 2006 National Population Census figure, Kwara State has a total population of 2,365,353. This is made up of 1,193,783 males and 1,171,570 females. Majority of the people are involved in small scale farming. The State is bounded in the North by Niger State, in the South by Osun and Ondo States, in the East by Kogi State and in the West by Oyo State. Kwara State shares an international boundary with the Republic of Benin (Taiwo, 2005). Kwara State is located between latitudes $7^0$45'N and $9^0$30'N and longitudes $2^0$30'E and $6^0$35'E. The topography is mainly plain lands to slight gentle rolling. The annual rainfall ranges between 1000mm and 1500mm. Average temperature ranges between 30 and 35^0C (KWADP, 1996).

Population comprises of all household heads in the rural areas of Asa Local Government Area, Kwara State. Multistage sampling techniques were used for sampling of respondents. The first stage involved purposive sampling of ADP(Agricultural Development Programme) zone C out of the four zones in the State: which comprises of ADP Zones; A, B, C, and D's. The second stage was purposive sampling of one (1) Local Government Area from the Zone. The third stage was random selection of three villages in the Local Government Area. The fourth stage was the random sampling of fifty (50) respondents in each of the villages. A total number of 150 respondents were interviewed.

The tools and procedure that were employed elucidated the objectives of the study: this includes the following. Descriptive statistics were employed. They are the mean, percentages and frequency distribution. These were used as tools to describe thesocio-economic characteristics, consumption pattern and reasons for the preference of *lafun*. The ordinary least square model was used to achieve objective four (4). It is implicitly stated thus:

$C_1 = f(x_1, x_2, x_3, x_4, x_5, x_6, e)$

Where

C_1= quantity of *lafun* consumed (kg)
x_1= cost of substitute (N)
x_2= age
x_3= level of education (number years spent in school)
x_4 = household income (N)
x_5 = household size
e = constants

Results and Discussion

In Table 1, 61.35% of the household heads in the study area were below 41 years old, while the older household heads accounted for 38.367% of the respondents.

The mean age of the household heads was 40 years. This shows that majority of the respondent were still within their productive age. This shows that majority of the respondent were still within their active age. The household head that had no formal education were 42.67% of the total respondents while those that had formal education were 57.33%, out of which those that undergo secondary/technical education were 10% of the respondents, household head that attended primary school was 47.33%. The mean years of schooling of the respondents were 4 years. This clearly shows that the literacy level of the respondent was very low. The largest segment (34%) of the respondents earn between N30001-N70000. The mean of the household income was N87, 530. This shows that the majority of the respondents were average income earners and their income will determine their expenditure when it comes to consumption. The mean household size was 7. The was an indication that the respondents had large family members.

In Table 2, almost all the respondents (96.67%) consumed *lafun* often in the study area. This is an indication that *lafun*consumption is very high in Nigeria. Majority (67.33%) of the respondents consumes *lafun* because of its taste.

Table 2: Lafun consumption's pattern and preference

Characteristics	*Frequency*	*Percentage*
Pattern		
Very often	5	3.33
Often	145	96.67
Rarely	0	0
Not at all	0	0
Preference		
Taste	101	67.33
Close substitute	0	0
Nil	49	32.67

Field survey, 2013

The result from Table 3 shows that the coefficients of cost of substitute, age of household head and household income were negative. Moreover, the coefficient of household income was significant at 1 percent level. This implies that as the quantity of *lafun*consumption rises as the price of its substitutes reduced. The aged household head will consume less of *lafun*in their household. This may be because their children are grown-up to the extent of starting their own family, thus aged household head's family size and consumption was reduced. Onyemauwa (2010), reported that age of household head significantly influence cassava product's consumption. The rich household may prefer exotic and expensive foods to*lafun,*therefore they could reduce their consumption as their income increases. The coefficients of years of schooling, and household size were positive. Moreover, the coefficient of household size was significant at 1 percent level of significance. Therefore, the consumption of *lafun*increases with larger family size. Educated household head's household increases their *lafun* consumption.

Table 3: Determinants of lafun consumption

Variable	*Coefficient*
INTERCEPT	4.222
Cost of *substitute* (x_1)	-0.002
Age (x_2)	-0.002
Years of schooling (x_3)	0.019
Household income (x_4)	-4.57E-06***
household size (x_5)	0.025***
R^2	0.34
Adjusted R^2	0.31
Probability of F-value	0.0000
N	150

*** 1% level of significance, ** 5% level of significance, * 10% level of significance; Source: Field survey, 2013

The hypothesis testing of this study was stated in the null form. The hypothesis stated that, there is no significant relationship between socioeconomic characteristics of household and consumption of *lafun* in the study area. The regression result from the Table 3 shows that, household income and household size were significant at 1% levels. Therefore, the hypothesis which state that, there is no significant relationship between socioeconomic characteristics of household and consumption of *lafun* in the study area is hereby rejected.

Conclusions and Recommendations

The mean age of the household heads was 40 years. Therefore, government should encourage youth to engage in productive agricultural practices. The consumption of *lafun* was highly desirable and the respondents prefer it for its taste. NationalAgency for Food and Drug Administration and Control (NAFDAC) should promote, tasty, hygienic and attractively packaged *lafun*to be able to compete with other food stuffs globaly. The rich household that spent less on *lafun*could increase its consumption if it is of international standard.

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