



Tropentag, September 15-17, 2021, hybrid conference

“Towards shifting paradigms in agriculture  
for a healthy and sustainable future”

## Consumers' Perception and Willingness to Pay for Vitamin A Fortified Gari in Ibadan Metropolis, Oyo State, Nigeria

OLALEKAN TAIWO<sup>1</sup>, OLUWAFUNMISO ADEOLA OLAJIDE<sup>2</sup>

<sup>1</sup>*University of Ibadan, Agricultural Economics, Nigeria*

<sup>2</sup>*University of Ibadan, Dept. of Agricultural Economics, Nigeria*

### Abstract

The study was carried out to examine the consumers' perception and willingness to pay for vitamin A fortified gari in Ibadan metropolis, Oyo State. This was carried out by determining the awareness of consumers of the vitamin A fortified gari and estimating their willingness to pay using a contingent valuation method. A multistage random sampling technique was employed to select three local governments out of the 11 local governments in Ibadan and 200 respondents were randomly selected based on proportionate to size principle. Primary data were collected on socioeconomic variables, awareness level, and willingness to pay for vitamin A fortified gari from the respondents using a well-structured questionnaire. Methods of data analyses involved the use of descriptive statistics, and a logistic regression for the respondents sampled. 46.5% of respondents sampled were between 21 and 30 years while the average age was 35 years. The result revealed that 66% of the respondents were not aware of Vitamin A fortified gari. 64% of the respondents has post-secondary school education, 84% of the respondents were willing to pay for vitamin A fortified gari. 33.1% were willing to pay between N150 to N200 for vitamin A fortified gari. The logistic regression estimates show that amount willing to pay and minimum price willing to pay by the consumers significantly impacted on the probability of being willing to pay for vitamin fortified gari. It is recommended that policy that will increase awareness of vitamin fortified gari and enhance purchasing power of the consumers should be promoted.

**Keywords:** Fortification, perception, regression , Vitamin A, Willingness to pay