



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

Taiwo, O. A., Olajide, O. Adeola

Department of Agricultural Economics, University of Ibadan, Nigeria

INTRODUCTION

- Gari is a gritty starchy staple food with high energy content derived from cassava.
- It is the most common form in which cassava is sold in Nigeria and many other African countries (Ngoddy, 1977; Oluwole et al., 2004).
- Gari is an important staple food processed from cassava.
- It is generally perceived as a low cost food with low nutritional value especially vitamin A that is required for proper development of the body compare to other staple food like rice and beans.
- It is estimated that 70% of the cassava produced in Nigeria is processed into gari (Adeoti; Ayelegun and Oyewole, 2009)
- Gari is the most traded cassava product. The gari prices, therefore, are a reliable indication of the demand and supply of cassava (Onabalu, 2001).
- biofortification is the process of breeding and delivering staple food crops with higher micronutrient content (Saltzman et al., 2013).
- In an attempt to increase the micronutrient density of cassava, breeding programmes worldwide have been initiated, with the development of yellow flesh cassava or provitamin A cassava (pVAC) in the forefront.



MATERIALS AND METHODOLOGY

- Well-structured questionnaire were administered to 200 respondents using multistage sampling technique
- Descriptive statistics was used in determining the level of awareness of vitamin fortified gari by the consumers through their awareness, determinants of point of purchase, what they look out for in their purchase of gari, awareness about the economic and nutritional benefits of vitamin A gari.
- Likert scale was used For identification of perception of consumers on vitamin fortified gari in comparison with other unfortified gari.
- Logit regression was used to explain the log-likelihood of willingness to payfor Vitamin A fortified gari

RESULTS

- 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 (0.36 USD) to N200 (0.49USD) 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.
- The empirical result showed that the mean willingness to pay is #39.8 (0.097USD). This suggests that the respondents on the average were willing to pay #39.8 (0.097USD) more for vitamin fortified gari. This suggests that the respondents on the average were willing to pay #39.8 more for vitamin fortified gari.

Variables	dy/dx	standard Error	Z statistics	P> z
Household size	0.0014499	0.3065791	0.95	0.340
Age	- 0.0002596	0.073615	-0.71	0.477
Educational Level	-0.002068	0.7652894	-0.55	0.586
Major Occupation	-0.0016257	0.3144051	-1.04	0.297
Sex	-.0077377	1.0309	-1.26	0.207
Marital Status	0.0046369	1.045555	0.89	0.371
Awareness of VFG	0.0017244	0.9131419	0.38	0.703
Monthly Income	-2.12e-06	3.13e-06	-1.37	0.172
Work Experience	9.94e-06	0.089488	0.02	0.982
Amount willing to pay for VFG	0.0002974	0.0175719	3.41	0.001*
Minimum price for VFG	-0.0001643	0.0164894	-2.01	0.044**
Maximum price for VFG	-0.000024	0.0092462	-0.52	0.601
Working Member	-0.0016581	0.5135371	-0.65	0.515

Logistic regression Number of obs = 200
 LR chi2 (13) = 28.70
 Prob > chi2 = 0.0072
 Log likelihood = -20.349479 Pseudo R2 = 0.4136
 Significant at 1%=*
 Significant at 5%=**

CONCLUSION

- A fairly large proportion of the respondents were not aware of the vitamin A fortified gari and those aware of it got the awareness from family/relatives. Majority of the respondents have high perception of the gari with a sizable proportion of the respondents willing to pay for the gari.
- The study revealed that willingness to pay for vitamin A fortified gari is significantly influenced by the amount willing to pay and minimum price willing to pay for vitamin A fortified gari.
- The empirical result of the analysis of mean willingness to pay for vitamin A fortified gari is an indicator to the policy makers on price the consumers are willing to pay for vitmin fortified gari, above which willingness to pay will start declining.