

Influence of Psychological Factors on Vended Food Consumption Patterns among Auto-Technicians in Ibadan Metropolis

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Abstract

Informal food sector plays a vital role in Nigerian economy. This sector is given a little attention along with its marketing strategies which need to be studied. Auto-Technicians (ATS) in Nigeria operate in many mechanical villages with appreciable number of food vendors that service this sector of the economy. Hence, this study was designed to investigate the determinants of consumption patterns of vended foods among ATS in Ibadan metropolis of Nigeria. The study employed the descriptive survey research design. The population consisted of 5,468 members of National Auto and Technical Association (NATA) in 11 Local Government Areas representing the total number of Local Government Areas in Ibadan metropolis, out of which 2,014 members were selected through scientific sampling method developed by Paler-Calmorin and Calmorin. A total of 2014 copies of questionnaires were administered with a response rate of 86.8% returned. Independent variable were Psychological factors (PFS - attitude, motive, mood and perception) and dependent variable was consumption patterns (CPS). Data generated were analysed using frequency distribution and regression analysis at 0.05 level. The finding revealed that PFS significantly correlated and influenced CPS of VFS ($F = 242.404$; $R^2 = 0.358$; $Adj.R^2 = 0.36$; $p = 0.000 < .001$). It was concluded that psychological factors were determinants of CPS among ATS in Ibadan metropolis. The study found that among the four psychological factors used in the study, attitude and motive were positively and significantly related with food consumption patterns while mood and perception were negatively and significantly related with food consumption patterns of auto-technicians in Ibadan. It is recommended that psychological factors should be giving adequate attention in the development of marketing strategies relating to vended foods.

Keywords: *Psychological factors, Consumption pattern, Food attributes, Vended foods and Auto-technicians*

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Background to the Study

Food consumption patterns vary widely from country to country. It is a critical issue in most developing countries such as Nigeria. Nearly every Nigerian eats different kinds of food that could best be described as nutritionally deficient in one way or the other (Adewuyi, Mafimisebi & Awe, 2007). Food consumption, according to Sobal, Carole, Carol, and Jostran (2006) involves the selection and consumption of foods and beverages, taking into consideration what, how, when, where, and with whom people eat as well as other aspects of their food and eating behaviours to even include the ways people obtain, store, use and discard the left over's. In the past few decades, health professionals and few marketers have engaged in systematic efforts to understand why people chose to eat foods they ate, and in the way and manner they ate (Arulogun & Owolabi, 2001; Ene-Obong, Enugu & Uwaegbite, 2001). Initially, marketers were primarily concerned with two foremost reasons as they concern understanding food consumption patterns: to develop and offer foods that consumers will buy, and also to create successful marketing strategies to generate profit, through higher sales of foods and brand products (Steyn & Labadarious, 2011; Mathye & Maliwichi, 2015).

Obayelu, Okoruwa and Oni (2009) report that food consumption has been a subject of research all over the world. It is especially meaningful in Nigeria where food expenditures account for a relatively large share of household income (Food and Agric Organisation, and Food Basket Foundation International FAO&FBFI, 1991). Similarly, study in South Africa on food consumption patterns by Dunne and Edkins (2005) also sheds light on food related nutritional policies. It provides estimates of how food consumption is affected by changes in prices, incomes, taxation policies and marketing activities in general. Food consumption in Nigeria has been an important issue, not only because it is related to poverty and food security, but also because it is highly correlated with living standards and household resources (Obayelu et al., 2009).

The activities of auto-technicians vary extensively, from auto-construction and building, auto-repair and transport. According to FAO (2003) informal workers overwhelmingly earn low income and have limited purchasing power, thus affecting their choice of foods. For this reason, there is need to explore the consumption patterns of vended foods by these informal workers. Also, several research questions need to be investigated as to whether psychosocial characteristics are related to consumption patterns of vended foods. It is against this background that the study seeks to determine the extent to which psychological factors will determine the consumption patterns of vended foods amongst auto-technicians within the Ibadan metropolis.

Statement of the Problem

In spite of efforts of marketers at having effective marketing strategies in food industry, identification of psychological factors of consumers towards vended food consumption is still a major challenge facing marketers in Nigeria particularly in Oyo State (Odusina, Akinsulu & Ijagun, 2011). In Nigeria, there is limited data on people who consume vended foods. In the same vein, the dimension which vended foods has assumed in Nigeria also affects consumer buying decisions thus posing a great marketing challenge (Sowunmi,

Aroyeun, Okoruwa & Biobaku, 2009). The market expenditure of street food accounted for N15.7trillion per year, representing 64.7 percent household expenditure at national level, while 22.7 percent of the highest overall household expenditure is recorded for South-West region and vended foods accounts for approximately 25 percent in Ibadan (NBS, 2010) – revealing a large and relatively untapped market.

There has been a great reliance by marketers on the use and application of the marketing mix variables that is 4Ps - Product, Place, Promotion and Price in determining the consumer buying decisions. But, emergence of the field of consumer behaviour has made us to know that there are more factors beyond the 4Ps and these are psychological, socio-cultural and environmental factors (Kotler & Keller, 2006). For the purpose of this study, we are to concentrate on the psychological factors hence the need for this study.

Objective of the Study

The main objective is to elicit the determinant of food consumption patterns of auto-technicians in Ibadan metropolis. The specific objective is to:
Examine the influence of psychological factors on food consumption patterns among auto-technicians in Ibadan.

Research Question

What influence do psychological factors have on food consumption patterns among auto-technicians in Ibadan?

Hypothesis

Ho: There are no significant relationship between psychological factors and food consumption patterns among auto-technicians in Ibadan.

Conceptual Review

Psychological Factors of Informal Workers

A psychological factor refers to a thing that can influence the functions, attitudes and characteristics of the human mind (Brain, 2002; Michaud, Llerena & Joly, 2013). These factors can in return affect the behaviour and wellbeing of a person. Friedman and Silver (2007) describe psychological factors as factors of the mind or mental processes. These factors affect the person's ability to do something. Zander and Hamm (2010) also describe psychological factors as thoughts, feelings, attitudes, or other cognitive, affective and characteristics of an individual that influence individual's behaviour. Conversely, the dimensions of the aforementioned psychological factors that are pertinent to this study are: attitudes, moods, motives and perceptions. Attitude is a stance that an individual takes on a subject that predisposes him/her to act in a certain way to that subject (Rozin, Fischler, Shields & Masson 2006). Sangkumchaliang and Huang (2012) also describe attitude as an orientation towards or away from objects, concepts, or situations and a readiness to respond in a predetermined manner to these related objects, concepts or situations. In marketing terms, consumers can therefore develop attitudes to any kind of food product, or indeed to any aspect of the marketing mix, and these attitudes will affect food choice and behaviour (i.e. consumption or rejection). According to Brassington and

Pettit (2006), attitudes play key role in shaping learning and are often difficult to change. As also described by Guthrie, Derby and Levy (1996), attitude is an important predictor of behaviour as it may determine whether the individual is motivated to implement that change. Piscopo (2004) establishes that attitudes toward food are assessed in a number of ways: collection of nutrition-related beliefs, importance of specific food attribute (for example taste), evaluation of specific food groups (for example carbohydrate or protein), or perceived barriers or importance of specific food (for example low-fat food). All these can influence consumer's judgment through attitude and decision on food choice. In conducting attitude research, as in the case of this study we must be object specific. Therefore, this study, is interested in learning about informal workers' attitudes toward vended foods.

Mood is typically categorized as a psychological arousal state lasting, at least, several minutes and usually longer with dimensions related to energy, tension and pleasure (Evers, Adriaanse, de Ridder & Huberts, 2013; WHO 2013). A specific mood is a combination of pleasure and arousal level (Turner, Luszczynska, Warner & Shwarzer 2010). Ever, et al (2013) describe that, these combinations increase the state of happiness in pleasantness and moderate in arousal. Turner, et al (2013) also assert that consumer's state of mood can be positive or negative, which may influence consumer's judgments of any food products in both direction (i.e either positive or negative). According to Kevin (2004), a negative consumer's mood will have an impact on purchase decision and this may reduce consumer's information processing, problem recognition and problem solving abilities. For this reason, two dimensions that can determine whether a buyer will react positively or negatively to a particular food is pleasure and arousal, which means that a person can enjoy or not enjoy a purchase situation, and he or she can feel positively stimulated or otherwise the food.

Additionally, Brunner (1990) identifies some factors that affect consumer's mood, these are: outlet design, appearance, music and television programmes. Jungbluth, Flury and Doublet (2013) also support that when consumers hear happy music or watch happy programmes on a particular food, they will have more positive mood toward such food, especially when the marketing appeals are aimed at arousing emotional reactions. Similarly, Lockie, Lyons, Lawrence and Grice (2004) state that women who always do shopping are usually influenced by the emotional appeal. Therefore, mood may influence consumer's decision to purchase vended food if they think that it is able to help them cope with stress and make them feel relaxed and happy.

Motives are inner drivers that are highly personal and varied. Psychologists have long realized that if they want to know how well something will be done, it is important to know how much motivation and skills are involved (Zanoti & Naspetti, 2002) According to Harper and Makatouni (2002) cited in Sabarudin and Lim (2012), motives are undoubtedly important components for consumers who buy food products. Understanding the motives underlying food choices is both interesting and important, this will open up a huge avenue, by potentially enabling the improvement of purchase decisions (Crossley & Nazir, 2002), consequently elicit positive food consumption habits.

Motives as described by Wadotowska, Babicz-Zielinska and Czarnocinska (2007) can have a positive or negative direction, particularly on food consumption patterns. In addition, Asp (1993) asserts that food is not only to fill our stomach but also can make one feels secure, relieve tension, stress and boredom. People choose certain food as a result of emotional cues, moods and feelings that provoke different responses to food (Furst, Connors, Bisogni, Sobal & Falk, 1996). On the other hand, Arnold and Reynolds (2003) identify some hedonic shopping motives which are: anticipated utility, role enactment, choice optimization, negotiation, affiliations, situations, power and authority. Therefore, understanding the buyer's motives will not only enable proper product offering, it will also encourage better articulation of effective marketing strategies.

Like other psychological factors, perception has been defined in different ways. Perception can be described as how we see the world around us. In biological realm, perception refers to the senses that any human being or living thing uses to gather information about its environment. In consumer behavior however, perception refers to much more than the biological uses of sensory organs. It includes the way stimuli are coordinated through interactions and integrations by the consumer (Ikotun, Kabuoh & Ogbuanu, 2015).

Perception is viewed as how individuals see things, often arising from the difference between the costs inputted into some products/services and the benefits obtained from them (Hun & Yazdanifard, 2014; Kurtulus & Okumus, 2010; Olotu & Ogidi, 2014; Wang, Yang, Song & Sia, 2014). Individual perception largely determines how an individual acts towards some products/services or even to an organization and could change consumers' behavior towards other brands and also changes that of people close to them (Hun & Yazdanifard, 2014; Olotu & Ogidi, 2014).

Food Consumption Pattern of Informal Workers

Food is one of the basic and essential necessities of life. Every human being needs a minimum amount of it for existence and a balance diet to maintain sound health. Pipes and Trahms (2003) describe food as a substance or combination of substances which when consumed supplies the body with nutrients which are very essential for the proper functioning of the body. Begum, Farooq, Khan, Begum and Khan (2010) describe food as an essential ingredient for human beings to survive. Food is also a profound social urge, as it is almost always shared by people, sometimes eating together. Birch, Barrett and Wiedmann (2004), food refers to the psychological, social, physiological and biochemical aspects of nutrition. It is majorly consumed in the form of carbohydrate, protein, fat and oil, alcohol, which are referred to as the macronutrients of an individual's diet (Murano, 2003).

Foods are consumed in order to furnish the body with the necessary nutrients necessary for proper functioning of the body. Therefore, emphasis should be placed on important features of these nutrients which include carbohydrate, fat and oils, minerals, protein and vitamins. The important sources of carbohydrate are the common food commodities of

plant origin including cereals, roots and tubers and processed products such as sugar (Okoruwa & Ogundele, 2005). Carbohydrates are important for their functional properties. As such, the major function of carbohydrate is to provide energy for the daily activities of the body (Olusanya, et al., 2008). Fats and oils are major sources of fat soluble vitamins such as vitamin A, D, E and K. (Verbeke, Scholderer & Lahteenmaki, 2009). Minerals are inorganic substances, but are important for human health. The minerals are classified according to their prevalence in the diet and in body tissues into major minerals and trace minerals. Protein, as one of the most important nutrients, is made up of smaller units called amino acids (Ziegler & Filer, 1996). It furnishes the body with energy in form of calories just like fats and carbohydrates. Ziegler and Filler (1996) describe vitamins as small organic compounds that must be supplied in relatively low amounts in the diet to maintain health. . Each nutrient has its important role in the body.

Street Food Safety and Regulatory Aspects

The safety of street foods is a major consideration which deserves and has received considerable attention. The main health hazard associated with street foods is microbial contamination, but pesticide residues, transmission of parasites, the use of unpermitted chemical additives, and environmental contamination have also been identified as possible hazards (Xu & Wu, 2008; Fellows & Hilmi, 2011). The potential for the contamination of street foods with pathogenic micro-organisms has been well documented and several outbreaks of diseases, including cholera outbreaks, have been traced to consumption of contaminated street foods (Abdussalam & Kaferstein 1993). The risk of contamination varies greatly with the type of street food and how the food is prepared. Generally, cereal and bakery products with a low moisture content, products that have been adequately sugared, salted, or acidulated and some fermented products support bacterial growth less readily than dairy, egg, and meat products (WHO, 2013).

Theoretical Review

Theory of Reasoned Action

Theory of Reasoned Action (TRA) was developed by Fishbein and Ajzen (1975). This theory finds its origin in the field of social psychology and defines the associations between beliefs, attitudes, norms, intentions and behaviours of individuals. According to this theory, a person's behaviour is determined by his behaviour intention to perform it. This intention itself is determined by the person's attitude and by his subjective norms towards the behaviour. Fishbein and Ajzen (1975) define the subjective norm "as the person's perception that most people who are important to him think he/she should or should not perform the behaviour in question". In addition, this theory claims that all other functions which influence the behaviour only do so in an indirect way by influencing the attitudes or subjectives. Davis, Bagozi and Warshaw (1989) refer to these factors as being external variables. These variables can be for example, the characteristics of the vended foods or of the consumers, the method of preparation, selling methods, environmental situation etc. A critical analysis on the application of this theory shows that it can produce good predictions of food choices made by a consumer when facing several food product alternatives (Sheppard, Hartwick & Warshaw, 1988).

Empirical Review

Psychological Factors and food Consumption Patterns

A study conducted by Crossley and Nazir (2002) investigated motives underlying food consumption among 1st and 5th year dental students at the University of Manchester. The study revealed that awareness and motivational factors affect food choice and consumption of dental students. The study concluded that it is necessary for the students to be aware not only of their own motives in food selection but other food attributes. Another study carried out by Lockie, Lyons, Lawrance and Grice (2004) revealed that women who always did shopping were usually influenced by the emotional appeal and deduced finally that mood influenced consumer's decision to purchase food product.

Gibson (2006) examined emotional influences on food choice. The study considered both moods and emotions as affecting food consumption, and revealed that eating positively affected mood and emotional predisposition, while unfamiliar meals negatively affected mood. Wadotowska, Babicz-Zielinska and Czarnocinska (2007) assessed food choice modes and their relation with food preferences and eating frequency in the six macro-regions of Poland. Among the factors influencing the food choice, the study revealed that food choice motive was highly dependent on age and gender, and to a lower extent on region of residence, size of place of residence, economic condition and education level. A cross-sectional survey by Watters, Satia and Galanko (2007) examined associations of various psychosocial factors with fruit and vegetable intake in African-American adults. The study revealed that, the strongest associations of the psychological factors with fruit/vegetable intake were for predisposing factors (e.g. belief in the importance of a high fruit/vegetable diet and knowledge of fruit/vegetable recommendations) and one reinforcing factor (social support) while differences between the healthiest and least healthy were observed. Charlotte and Backer (2000) studied family meal traditions and compared childhood food habit to current food habits among university students. The study indicated that frequencies in reported childhood family meals predicted frequencies of students' commensalism at present.

Methodology

Data required for this study was gathered from two sources, the first from a field study and the second from text books, journals and past studies. The study population was comprised of all registered auto-technicians of National Auto and Technical Association (NATA) in Ibadan metropolis. Ibadan metropolis was comprised of eleven (11) Local Government Areas (LGAs) (Adeyeye, 2006). According to NATA (2014), there were a total of five thousand four hundred and sixty-eight (5,468) registered members in these LGAs in Ibadan metropolis as shown below:

Table 1: List of Registered NATA's Members in each LGAs in Ibadan Metropolis

S/No.	LGAs	No. of Registered NATA members
1	Ibadan North	655
2	Ibadan North-East	570
3	Ibadan North-West	340
4	Ibadan South-East	635
5	Ibadan South-West	778
1	Akinyele	360
2	Egbeda	300
3	Oluyole	820
4	Ona-Aara	490
5	Iddo	275
6	Lagelu	245
11		5,468

Source: Adopted from Alagbe, (2016)

This study adopted the stratified sampling technique. This method was used to classify the LGAs into strata (that is, Inner and outer cities of Ibadan) and this gave five (5) LGAs in the inner city of Ibadan and six (6) LGAs in the outer city of Ibadan (See Table 2). In determining the sample size, the formula of Paler-Calmorin and Calmorin (2007) was adopted in this study. The sample size was computed as:

$$S_s = \frac{NV + [Se^2(1-p)]}{NSe + [V^2 p(1-p)]}$$

S_s = Sample size
 N = Total number of population = 5,468
 V = Standard value (2.58) at 1% level of probability with 0.99 reliability
 Se = Sampling error (0.01)
 p = Largest possible proportion (0.50)

Therefore, the total sample for this study was 2,014 respondents. And proportionate sampling method was adopted to finally select the sample size from the population.

Table 2: Computed Samples for Population at 0.01 Level of Probability to a Proportion of 0.50

Ibadan	S/No.	LGAs	No. of Registered NATA members	Scientific determination of sample size
Inner City	1	Ibadan North	655	206
	2	Ibadan North-East	570	200
	3	Ibadan North-West	340	173
	4	Ibadan South-East	635	204
	5	Ibadan South-West	778	213
Outer City	1	Akinyele	360	176
	2	Egbeda	300	166
	3	Oluyole	820	215
	4	Ona-Aara	490	193
	5	Iddo	275	161
	6	Lagelu	245	107
Total	11		5,468	2014

Applying the modified Likert scale where 6= strongly agree, 5= agree, 4=fairly agree, 3= fairly disagree, 2= Disagree and 1= strongly disagree and this will contain questions relating to the study variables: Psychological factors and Consumption patterns of food vendors

In this study, data collected were analysed using both descriptive statistics and inferential statistics. Descriptive statistics of frequency distribution, percentage, mean and standard deviation were used to analyse the demographic information and research questions. Afterward, inferential statistics of multiple regression analysis was used to test the determinants of food consumption patterns among auto-technicians. This exhibited the magnitude of the effects of psychological factors, food product, dimension of vended food and social factors on food consumption patterns of auto-technicians in Oyo State.

14	I am a street food eater	483 (27.6%)	600 (34.3%)	532 (30.4%)	-	-	133 (7.6%)	2.33	1.29
15	Enjoying street food is one of the most important pleasures one could have	483 (27.6%)	1132 (64.8%)	-	133 (7.6%)	-	-	1.88	0.75
	Perception	SD	D	FD	FA	A	SA	\bar{X}	Std.D.
16	Street foods are common and easily available	-	217 (12.4%)	-	133 (7.6%)	966 (55.3%)	432 (24.7%)	3.56	1.76
17	Perception determines street food consumption	-	532 (30.4%)	-	133 (7.6%)	434 (24.8%)	217 (12.4%)	2.95	1.48
18	Street foods have sensory characteristics	432 (24.7%)	434 (24.8%)	217 (12.4%)	-	532 (30.4%)	133 (7.6%)	2.94	1.59
19	Street foods are inexpensive	-	964 (55.1%)	217 (12.4%)	133 (7.6%)	434 (24.8%)	-	2.35	1.72
20	Street foods give energy	432 (24.7%)	966 (55.3%)	217 (12.4%)	133 (7.6%)	-	-	2.03	0.82

Note: \bar{X} = mean, Std.D = Standard deviation, SA=Strongly Agree, A=Agree, FA=Fairly Agree, FD=Fairly Disagree, D=Disagree, SD=Strongly Disagree

Source: Field Survey Result (2015)

Table 3 reveals the respondents' opinion on the influence of psychological factors on food consumption pattern of auto-technicians in Ibadan. The psychological factors of auto-technicians were measured through attitudes, motive, mood and perception. The result reveals that a significant number of auto-technicians (i.e. 61.9%) agreed that attitude determines street food consumption (\bar{X} = 3.29 Std.D=1.52). This is reflected on the likeness level and favourable feelings that the auto-technicians have on street food as majority (61.9%) of the auto-technicians have the same opinion that they liked street foods very much (\bar{X} = 3.15 Std.D=2.02), 62.8% of the respondents have favourably feelings about street foods (\bar{X} = 2.85 Std.D=1.60), 20.0% of the respondents think about street foods in a positive anticipatory way (\bar{X} = 2.61 Std.D=1.26) and 38.0% of the respondents fairly agreed that it is difficult to say 'no' to street foods when others are eating.

Clearly from the result, 61.9% of auto-technicians consented that street foods are more feeling (\bar{X} = 2.92 Std.D=2.11) and most (i.e. 61.9%) of the auto-technicians in Ibadan agreed that motive as one of the psychological factors determines street food consumption (\bar{X} = 2.75 Std.D=1.56) and a significant number of auto-technicians (44.7%) claimed that street foods are tasty (\bar{X} = 1.95 Std.D=0.67), while 67.6% of auto-technicians fairly agreed that street foods are cheaper to buy than to cook (\bar{X} = 1.95 Std.D=0.67) and 7.6% of the auto-technicians fairly agreed that street foods are of better quality (\bar{X} = 1.53 Std.D=0.63).

Furthermore, the result reveals that 60.4% of auto-technicians claimed that mood determines street food consumption ($\bar{X}= 1.95$ Std.D=0.67) and most (72.3%) pay greater attention to eating of street foods for the reason that it helps them in coping with stress ($\bar{X}= 3.10$ Std.D=2.06) and 38.0% fairly agreed that street food helps them to relax ($\bar{X}= 2.61$ Std.D=1.14). Although, a significant number of auto-technicians (92.4%) disagreed with the assertion that they are street food eater ($\bar{X}= 2.33$ Std.D=1.29) and 92.4% also disagreed that enjoying street food is one of the most important pleasure they can have ($\bar{X}=1.88$, Std.D=0.75). In addition, a significant number of the auto-technicians (69.6%) are of the same opinion that perception as a psychological factor also determines street food consumptions ($\bar{X}=2.95$, Std.D=1.48). Nearly every auto-technicians (88.6%) claimed that street foods are common and easily available ($\bar{X}=3.56$, Std.D=1.76), and 38.0% agreed that street foods have sensory characteristics ($\bar{X}=2.95$, Std.D=1.59), 32.4% agreed that street foods are not expensive ($\bar{X}=2.35$, Std.D=1.72) and less 8.0% fairly agreed that street foods give energy ($\bar{X}=2.03$, Std.D=0.82).

It is apparent from the result above that, attitude, motive, mood and perception of auto-technicians determine their consumption patterns of street food. The result discloses that auto-technicians in Ibadan extremely liked street foods and have favourable feelings for street foods because it is more filling, tasty, have sensory characteristics, cheaper to buy (i.e. not expensive), common and are easily available, as well help them to relax and cope with stress. The result also establishes that despite the fact that auto-technicians reflect about street foods in a positive anticipatory way, the auto-technicians do not have significant pleasure for street food because of the low quality believed to be attributed to the street foods.

Conclusion and Recommendations

The observance of psychological factors along affect the consumption pattern of street food among auto-technicians in Ibadan metropolis. The study found that among the four psychological factors used in the study, attitude and motive were positively and significantly related with food consumption patterns while mood and perception were negatively and significantly related with food consumption patterns of auto-technicians in Ibadan.

The result discloses that auto-technicians in Ibadan extremely liked street foods and have favourable feelings for street foods because it is more filling, tasty, have sensory characteristics, cheaper to buy (i.e. not expensive), common and are easily available, as well help them to relax and cope with stress. The result also establishes that despite the fact that auto-technicians reflect about street foods in a positive anticipatory way, they do not have significant pleasure for street food because of the low quality believed to be attributed to the street foods.

The above findings have giving room for the following recommendations:

1. The rapid psycho-social changes of auto-technicians under way in Ibadan are being accompanied by changes in eating patterns of street foods. Therefore, factors such as psychological and socioeconomic influences should be considered in the development of marketing strategies.

2. To meet the growing demand of street food consumption of an increasing population in Nigeria, there is need for food manufacturing companies to tap into the growing market of the vended foods through effective market profiling.
3. The majority of the auto-technicians preferred to purchase local or traditional foods over the imported one. For that reason, producers as well as sellers need to comprehend these situations in order to meet the needs of their consumers.

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