



Socio-Economic Determinants of Urban Consumption of Food Away from Home in Lagos State, Nigeria

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ARTICLE INFO

Article history:

Received: 3 April 2015;

Received in revised form:

2 May 2015;

Accepted: 12 May 2015;

Keywords

Food away from home,
Urban sector,
Food consumption,
Lagos state.

ABSTRACT

The study examined the determinants of consumption of food away from home (FAFH) in the urban sector. The socio-economic characteristics of the respondents and factors motivating it were identified as well as factors that influence the consumption of food away from home. The study used two stage sampling method to select 118 respondents that was used for the study. Data collected were analysed using ordinary least square model. The result revealed that 8 out of the 17 variables considered to influence consumption of FAFH were significant and these are household size, number of children under 6yrs, children between 7 and 13 years as well as 14 and 17 years, total number of visit per week to places for food away from home, number of working female adults and easy access to prepared FAFH. Household size was significant at 1% level and has a direct relationship with household expenditure on consumption of FAFH. The total number of adults present in the household is also significant at 1% and has an inverse relationship with expenditure on consumption of FAFH. Also, the number of children under 6 years is statistically significant at 5% level of significant and it has an inverse relationship with the household expenditure. This could be as a result of specially attention given to young children. Based on the rapid growing trend of consumption of food away from home consumption, this study recommends that FAFH should be taken up by approved and trusted sources putting the health and safety of the consumers into consideration and government agencies concerned with food and health safety should ensure that food served at eateries and restaurants are safe for consumption.

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Introduction

Food consumption has been a subject of research all over the world. It is especially meaningful in developing countries where food expenditures account for a relatively large share of household income (Obayelu *et al.*, 2009). In simple terms FAFH is defined as hot food that is served quickly especially in special restaurant, and often taken away to be eaten in the street. According to Wikipedia, 2011 food restaurant is a type of restaurant characterized both by its fast food cuisine and by minimal table service. Food served in fast food is offered in limited menu; cooked in bulk and in advance and kept hot; and packaged to order, and is usually available ready to be taken away, though seating may be provided. Fast food is a longstanding and well-established mode of consumption in Nigeria, and a particularly distinctive feature of the Yoruba culture. There are indigenous/traditional ranges of fast food such as *akara* (fried bean cakes), *eko gbigbona* (hot maize gruel), *eko jije* (solid maize loaves), boiled and roasted yam and *dodo* (fried plantain), as well as foreign fast food such as hot dogs and hamburgers (Olutayo and Akanle 2009). The indigenous fast foods are sold by itinerant sellers from trays or boxes on their heads, from stalls in the markets, or by the wayside in small rural towns as well as larger urban centres. The outdoor eating habit is therefore not new or strange to western Nigerians. This is likely to have affected their attitude to foreign fast food, which could be incorporated readily into existing pattern of consumption. The emergence and spread of fast food restaurants are part of the social transformation associated with

modernization, westernization, industrialization and urbanization, which bring with them an increasing tendency towards speed and superficiality in social relations (Olutayo and Akanle 2009).

Household food consumption pattern in Nigeria has been undergoing dramatic changes over the last few years. The country is witnessing an upsurge in the number of fast food restaurants. According to Nigerian Business Information, (2000), there are well over 70 different brand names of eatery which are conspicuous that it would be difficult to miss their colourful edifices and billboards. The fast food industry is currently in its growth phase and has been on this trajectory for the past decade. Odugbemi (2009), reported that the nominal average growth rate of the industry between 2000 and 2004 to be 37% while real growth rate was 23%. This is very impressive especially when compared to the average real growth rate of 6% for the economy and an average nominal growth rate of 14% and 17% for gross domestic product and disposable income respectively. The study also reported that the amount spent by an average Nigerian on fast food grew by over 200% between year 2000 and 2004, which is indicative of the growing acceptance of fast food culture and the changing lifestyle of Nigerians.

Fast food, a formalized means of consumption that is usually strategically located to suit the purpose(s) of market operators and those of their target customers in Nigeria are modeled after McDonald's, and their colourful edifices and rapid spread make them very easy to identify in the major cities of the country (Olutayo and Akanle 2009). Fast food outlets in Nigeria

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is traceable to the late 1970s and early 1980s, when a small number of chains were established, among them are Kingsway Snacks, Leventis Snacks, De Facto and Kas kitchen (Nigerian BusinessInfo.com2000). Today, however, the list of brand names in the industry is being extended, so far without an end in sight as high sales volumes encourage new entrants to spring up incessantly. The design of fast food restaurants in the country is such that people are expected to either eat in the restaurants within a relatively short period of time or take away, as an extended stay may not be tolerated. In fact, leading fast food brand may not allow reading, waiting or loitering.. As reported by Olutayo and Akanle (2009), the main menu of the fast food restaurants includes meat pies, fish pies, doughnuts, hot dogs, chicken of all sorts, fried rice, jollof rice, fish rolls, salads, pizza and soft drinks, amongst other foreign delicacies. A new trend of late is the introduction of local dishes to the menu to cater for consumers who may wish to have a taste of their traditional cuisines. This was first introduced by Sweet Sensation to be adopted, later and on a large scale, by Tantalizers and others.

Women have long been active in the informal sector in western Nigeria, but more recently and increasingly women have been entering the formal sector, in response to both modernization and the untoward consequences of the country's Structural Adjustment Programme (SAP). As a result, women now average less than four hours per day for child care and other related family indoors activities (Olayiwola, *et al.*, 2004). As the youth and the family are in transition in Nigeria, the ability of the family to perform its traditional roles of character moulding and modelling are certain to be undermined (Olutayo and Omobowale 2006; Balogun and Olutayo 2005; Thornton and Fricke 1987). Furthermore, fast food consumption is, without doubt, an urban phenomenon in Nigeria. Although about 70 per cent of Nigerians are still rural dwellers (FGN 2004; Ekong 2003), the rate of urbanization is increasing at an alarming rate (Kennedy 2003; Pearce *et al.*, 1988). The current urban growth rate is 3.7 per cent annually (FGN 2004), meaning that the population of urban dwellers is likely to double in about 17 years, seemingly in keeping with the projection that, from 2007, the number of urban inhabitants will surpass rural dwellers as a percentage of the total world population (UNU-WIDER Project Workshop 2007). In the urban centres, life is fast as home and work are disaggregated and people are compelled to sacrifice some traditional activities usually shared, one of which is eating together at home. In view of this, convenience is seen as a major influencing factor for fast food operators, if driving to an outlet takes longer than cooking at home then fast food may not be truly convenient (Stewart *et al.*, 2004). From the foregoing, the study examined factors that determine consumption of food away from home, specifically it identified the socio-economic characteristics of the respondents, motivators of consumption of FAFH, examine the effect of FAFH on the consumption pattern of the respondents and determine the factors that influence consumption of FAFH.

Literature Review

The theory of household production, outlined by Becker (1965), extend classical demand theory to consider how price, and income, demographics and time constraint can influence a household's purchases of items like food. The economic model of household behaviour holds that the costs of consumption can include prices as well as time spent eating food, preparing food, and cleaning up after a meal or snack (Bhuyan *et al.*, 2004). Also, changes in the workforce, including a rise in dual-income households and women working outside the home have coincided with the demand for take-out meals and convenience

in food preparation (Department of Health and Human Services U.S.A 2001). A household must therefore decide to spend time on all aspects of the activity of eating a meal that is, prepared food at home (FAH) or outsource some aspects like preparation cleaning up (that is, purchase FAFH). The optimal decision depends on many factors which may include the household's finances, the opportunity cost of home manager's time, and how well the household manager can cook (Blisard, 2004). The demand for FAFH is more price sensitive than the demand for FAH. The changing socio-economic and demographic structure of the U.S. population as well as changes in consumer lifestyles may contribute to the increased popularity of FAFH.

Some socioeconomic and demographic factors that come to mind are: a growing number of women, married and single, in the work force; the increasing importance of convenience in eating out; more families living on two incomes; the impact of advertising and promotion by large food service chains; and more people in the age group of 25 to 44 who are inclined to eat out often (Putnam and Van Dress, 1984). According to Kinsey(1983), only about seven percentages of all households now fit the old stereotypical family of a working husband, a wife who does not work for wages, and two children. Women especially the working class now tends to rely more on FAFH than FAH as they become more involved in the labour force and their opportunity costs of time become higher. As more and more women participate in the labour force, the demand for FAH might decrease if FAFH is substituted for food at home. However, the demand for food at home could also increase if convenience or prepared food rather than FAFH are substituted for home-cooked meals. Moreover, married couples with children are declining as a share of all households. The one-adult household structure is growing, and it is likely to exhibit non-conventional food consumption patterns (i.e. FAFH consumption).

Nevertheless, much of household production theory on which convenience arguments are founded, is simply a monetization of nonmarket costs incurred by the consumer. A basic premise is that along with goods and services, time is incorporated into the utility-maximization problem (Becker, 1965). Consumers are concerned not only with the retail price of a product, but also with time costs incurred when purchasing and consuming the product. The full price '(p)' of a good is the sum of these two components, that is, $p = p + vt$, where p is the price paid at the counter, t is the time necessary to complete the transaction, and v is the consumer value of time. Fast food suppliers therefore, try to emphasize minimization of time costs that is the maximization of convenience (Jekanowski *et al.*, 2001). The demand for convenience is a strong driver of FAFH expenditure. However, the demand for pleasure is also a driving force of consumption of fast food especially if on full service, which is seemingly viewed as a social event (Keelan *et al.*, 2009). Both fast food and full-service restaurant can provide leisure for a household head that is freed from cooking, cleaning and shopping. Moreover along with additional leisure, households with more income may also buy variety and dining amenities. Thus, households with higher incomes have been shown to have higher expenditures for both fast food and full-service meals and snacks, but spending at full service is most responsive to any change in income (McCracken and Brandt, 1987; Bryne *et al.*, 1998).

An important component of time costs is the time spent travelling to the retail outlet, which is a direction function of distance. Construction of new outlets can decrease the distance a consumer must travel, therefore lowering the full price of the

product and increasing the frequency of the purchase (Binkley *et al.*, 2001). Crafton (1979), employed a model based on time costs to describe price difference between convenience stores and supermarket, but he focused on time spent inside the establishment, holding travel constant. Moreover, households with higher incomes tend to spend more on products and services, including leisure, variety, and dining amenities like wait staff, ambience, and alcohol service. FAFH is a form of leisure where leisure is defined as the time spent outside of both labour force and household production (Bhuyan 2005).

Furthermore, household may demand more FAFH as the head of the household work longer hours outside the home. Spending for fast food has been show to increase along with the number of hours worked by a household head in labour force (Bryne *et al.*, 1998). The number of people living in a household also may influence its demand for meals and snacks away from home. In particular, as a household adds more members, food prepared at home may become economical. For example, it might take twenty minutes to prepare a meal for four people. When cooking at home, the households with more members can also benefit by purchasing larger package sizes with lower per unit costs. In total, single persons households will incur low costs per capita (McCracken and Brandt, 1987). The relation between time costs and consumer demand has been studied in other contexts. DeVany 1983 found that retail outlet density and outlet size affect demand through changes in consumers' expectations of time waiting in line. By increasing firm capacity, or outlet density, demand will increase because of the decreased stress the consumer will experience in the course of waiting in a long queue. Decreasing this uncertainty increases the willingness of consumers to travel to a retail outlet, because the expected value of their total time costs (travel time plus time spent waiting in line) is reduced. Household heads that are highly time-pressured are assumed to be more likely to frequent FAFH outlets than other households (Keelan *et al.*, 2009).

As demonstrated by Baumol and Ide (1956), the breadth of product offerings by a firm can have similar effects on willingness to travel. They note increased variety will, up to a point, increase the willingness of consumers to travel further distances by increasing the probability that all their needs are met by a single location. Firms will add products or menu items until the marginal benefit from increased sales equals the marginal cost of providing these additional items. Of course, in a fast food setting, the additional items must not compromise the simplicity of the menu, and the speed and convenience with which purchases can be made-so value meals and order-by-number options remain at the centre of even the most extensive fast food menus. The increase in individual demand owing to lower transport costs (or possibly lower search costs) and the consequent shift in *aggregate* demand have been labelled supplier induced demand. The premise is that firm location strategy can directly affect consumer transportation costs, and therefore, the quantity demanded (Newhouse 1970).

A household's demand for FAFH also may also depend on the ages of its members. One reason is that tastes may change as people age, for example, if the sensitivity of the taste buds diminishes with age, older people may demand foods with bolder flavours (Friddle *et al.*, 2001). Also older and younger may have different opportunities to socialize, so if they eat out for different reasons, they may logically go to different kinds of establishments (Bryne *et al.*, 1998). According to Food service (2010), younger generations know less about cooking than earlier generations at the same point in their lives. If this argument is true, younger generations may still evolve like older

generations. The younger generations may compensate for their lack of skills by taking advantages of the growing array of prepared foods and convenience appliance. In fact, Blisard, (2001) finds that members of different generations tend to have similarities in their lives. Taste is also a factor influencing eating decisions. People tend to eat more of foods that taste good to them. Restaurants generally serve a variety of palatable foods, which can contribute to overconsumption. While the palatability of a particular food declines as it is consumed, the appeal of other foods is not affected. Individuals thus are apt to have higher energy intakes when a variety of highly palatable foods are available (Department of Health and Human Services U.S.A 2001).

The Study Area

The study was carried out in Ifako-ijaye Local Government Area of Lagos State. The local government is divided into 7 political wards, is bounded in the west by Ojukoro Local Government Council Development Area, in the east by Ikeja Local Government, in the south it is bounded by Ojodu Local Council Development while bounded in the north by Ifo Local Government (Ogun State). And the local government is populous with over 427,878 people according to population census 2006 with a land area of 27km². In less than twelve years of existence, the local government which was largely rural is now fully urbanized and has attracted many investors. The springing up of many corporate organizations both in medium and large scale size such as banks, eateries, standard hotels, food production industries and many is the resultant effect. However, several occupations are in existence in this area these includes banking services, trading, teaching, car and cloth laundry business, eatery business and others to mention a few are some of the occupations majorly practiced on this region of Lagos State.

Population of the study, sampling procedure and sample size

The target population for the study were the people who consumed food away from home especially restaurants, eateries and food vendors in the study area. The study used a two stage sampling technique to select the respondents. The first stage involves the use of purposive sampling to select 30 percent of the communities in the seven political wards of the Local Government Area. The communities were considered because they had relatively large population of restaurants and eateries. The six communities used for this study are Abule Egba, Alagbado, Alakuko, Ifako, Ijaye-Ojukoro and Iju-Ishaga. Twenty respondents each were selected from each of the communities and this forms the second stage. A structured questionnaire was used to collect the data used and a total of 130 copies of questionnaire were administered. However, 118 copies were eventually used for the data analysis due to the detailed information provided.

Method of data analysis

The tools used for the analyses are descriptive statistics and OLS regression analysis. Descriptive analysis involves the use of percentages, mean and frequency distribution tables to present the socio-economic characteristics of the respondents as well as the motivators of the consumption of FAFH. Ordinary least square regression analysis was used to determine the relationship between the determinants of food away from home in the study area as well as establish the relationship between household expenditure on FAFH and its determinants. The equation is as stated below

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + e^u$$

Where Y= dependent variable i.e. the total expenditure on food away from home

α = constant

β_1 to β_{17} = regression co-efficient for X_1 to X_{17}

X_1 = Age (years)

X_2 = Sex (male=1, otherwise=0)

X_3 = Marital status (Married=1, otherwise=0)

X_4 = Household size (Actual)

X_5 = Occupation (private enterprise=1, otherwise=0)

X_6 = Educational status (years)

X_7 = Number of children under 6years (Actual)

X_8 = Number of children between 7 and 13years (Actual)

X_9 = Number of children between 14 and 17years (Actual)

X_{10} = Number of female adult in the household (Actual)

X_{11} = Long working hours (yes=1, otherwise)

X_{12} = Number of working female adults (Actual)

X_{13} = Total number of visit per week (Actual)

X_{14} = Increase of income (yes=1, otherwise)

X_{15} = Distance to eatery outlets (km)

X_{16} = Easy access (yes=1, otherwise)

X_{17} = Household income (N)

Result and Discussion

Socio-economic characteristics of the respondents

Table 1 presents the socio-economic characteristics of the respondents. The result shows that about 42% of the respondents are within the age range of 21 to 30years, this accounted for the highest percentage. While only about 5% of them are over 50 years of age. The mean age of the respondents is 31 years; this implies that young adults are more likely to patronize food away from home, probably, because they have relatively less family responsibilities to shoulder especially if they are single. About 65% of the respondents are male, while about 35% are female. This clearly indicates that majority of the respondents who visited eateries are male this is an indication that purchasing food away from home is more of a male activity which probably has to do with the relatively low percentage of women working outside the home. Also, 54.3% of the respondents are married, 41.5% of them are single and 3.2% of them are either separated or widowed. This clearly express that, the most of respondents that patronized food away from home are married followed by the singles. In other words, relatively the largest population of people who live in the Lagos metropolis are married and this could account for why most still patronize food at home considering the fact that the married have more responsibilities than the singles.

On the other hand, 37.3% of the respondents have a household size of three members or less, 51.7% of them have between four and six members, while only 0.8% have over nine members. The average household size is four, which implies that most of the respondents who patronized eateries and other sources of FAFH have a relatively small household size. In other words the smaller the household size, the higher the tendency to consume for FAFH. Since the expenditure on it may be minimal when compared to large homes. The results on household structure reveals that half of the respondents (50%) are parents with children, 5.1% of them are single parents with children and 5.9% of them are households with multiple adults without children. In other words the largest population of respondents are parents with children at home; this implies that both parents are income earners they have more tendencies to afford food away from home especially if they have a small household size. The distribution of respondents by occupation shows that 20.3% of the respondents work in the public sector. Only 5.1% of them are artisans while 47.5% of them worked in private enterprises. About 25% of the respondents engaged in other types of occupation such as hawking, laundry services, call centres

among others. This indicates that, the relative majority of the respondents worked in private enterprises which are usually time constrained due to long working hours, hence, there is little time to prepare FAFH. Therefore they may resolve to take FAFH. The result further reveals that only 7.6% and 4.2% of the respondents have no formal education and are post graduates respectively. The average year of education of the respondents is 14; this implies that most of the respondents are educated. In other words, the elites are more likely to purchase food away from home probably because of the nature of their work, taste and life style. For instance, most of them may work in private enterprise where they spend long hours and hardly have time to rest, *let al.*, one prepare food for their homes.

The total monthly expenditure was used as a proxy for income since most households hardly divulge their actual income to a third party. Result from the table reveals that only 5.9% of the respondents spent between ₦60,000 and ₦80,000 monthly, this account for the lowest percentage. The highest value however is 32.2% which represent respondents that spent over ₦80,000 monthly on household expenditure. The average amount spent by the household as expenditure is ₦76,000. This implies that averagely a respondent earn a substantial income, which can enable them to afford FAFH.

Table 1. Socio-economic characteristics of the respondents

Socio-economic variables	Frequency	Percentage	Mean	Std. Deviation
Age				
≤20	13	11.0	31.59	10.065
21-30	50	42.4		
31-40	33	39.0		
41-50	16	13.5		
Above 50	6	5.1		
Sex				
Female	41	34.7		
Male	77	65.3		
Marital status				
Widowed	2	1.7		
Married	64	54.2		
Single	49	41.5		
Separated	3	2.5		
Household size				
≤3	44	37.3	3.09	2.106
4-6	61	51.7		
7-9	12	10.2		
Above 9	1	0.8		
Household structure				
No response	6	5.1		
Single (i.e. living alone)	40	33.9		
Single parents with children	6	5.1		
Parents with children	59	50.0		
Multiple adults without children	7	5.9		
Occupation				
Civil service	24	20.3		
Artisans	6	5.1		
Private enterprises	56	47.5		
Farming	1	0.8		
Traders	1	0.8		
Education				
0	9	7.6	14.11	4.402
1-6	1	0.8		
7-12	11	9.3		
13-	92	78.0		
Above 17	5	4.2		
Household monthly expenses				
≤20,000	15	12.7	76,012.56	11,4085.75
20,001-40,000	33	28.0		
40,001-60,000	25	21.2		
60,001-80,000	7	5.9		
Above 80,000	38	32.2		
Total	118	100.0		

Source: Field survey, 2013

Household Food away from home consumption

The distribution of FAFH outlets, frequency of consumption, household expenditure on FAFH, preference for FAFH and the number of (working) female adult present in a household is presented in table 2. Results from the table reveals that most of the respondents (77.1%) consumed food from eateries, 19.5% of them ate food from Mama put (buka), 28.8% of them visited closed by restaurants, and the remaining 0.8% ate food from food hawkers. This indicates that majority of the

respondents visited eateries than any other source of FAFH. This occurrence could be attributed to the relatively high standard of living of most respondents especially those who are in the high social class would prefer the eatery because it is more comfortable, entertaining, hygienic and classic in terms of accessories. Also majority of the respondents (76.3%) spent ₦10,000 or less on food away from home monthly. The average amount of household expenditure spent on food away from home monthly is ₦8,698.34; this indicates that relatively more money is expended on FAH than FAFH.

On frequency of visit to FAFH outlet, the result shows that 32.2% of the respondents visit eateries once in a day, while 6.8% of them claim to visit twice daily. While 24.6% of the respondents visit the outlets twice in a week, only 0.8% of them visit the FAFH outlets three times daily. This implies that relatively, most of the respondents visited eateries only once a day. This result could be attributed to the fact that most of the respondents are private enterprise officials like bankers, accountants, traders etc. who work long hours out of home and probably take their lunch daily outside home. Almost all the respondents (89.8%) found food at home more economical and preferable to FAFH while the 10.2% found food away from home more economical. However, the average amount of household expenditure spent monthly on food away from home is ₦8698.34; this implies that most of the respondents consumed food at home more than food away from home. This results could be as a result of the fact that most of the respondents are married and have about four members in the their households and considering the cost of feeding about four members it is more economical.

Based on the number of female adult in the household who may help with the preparation of FAH the result shows that 27.1% of the respondents have no female adult in their respective households, while 36.4% of them accounting for the highest percentage have only one female adult in their respective households. The average number of female adults in a household is just one. An evidence that relatively most of them have one female adult in their respective households; this could account for reason why there is a relatively low percentage of people who often patronized food away from home because with their availability, provision of food is made possible at home. However, 41.5% of the respondents have no working female adults in their respective households and this is closely followed by 42.5% of them who have one working female adult. The average number of working adult females in the respondents' households is one. The rising pattern of food away from home consumption could be attributed to the fact that relatively, most of the respondents have at least one female adult and most of them worked outside home. In other words, as more female adults participate in the labour force, there is an increasing tendency for people to purchase food away from home.

Motivators of consumption of FAFH

The factors motivating the consumption of FAFH are presented in Table 3. The table reveals that, 29.7% of the respondents are motivated to consume fast food because of the convenience it provides. Only 3% of them are motivated by increase in their income either through salary increment or additional source of income, 57.5% of them are motivated by long working hours that is, those who often did not have time to cook because of the nature of their livelihood activities. Also, 11.9% of them are also motivated by the easy access it provides in terms of preparation, 5.9% of them are motivated by their small household size while 4.3% of them claimed to be motivated because they enjoyed more nutritive value of FAFH,

2.5% of them are persuaded because they find it challenging to cook.

Table 2. Distribution of respondents according to total expenditure on FAFH

Total FAFH expenditure (₦)	Frequency	Percentage	Mean	Std. Deviation
*FAFH outlets				
Eatery	91	77.1		
Mama put (buka)	23	19.5		
Restaurant	34	28.8		
Food hawker	1	0.8		
FAFH Expenditure				
≤ 10,000	90	76.3	8698.34	9018.375
10,001-20,000	16	13.5		
20,001-30,000	7	6.0		
30,001-40,000	4	3.4		
Above 40,000	1	0.8		
Frequency of visit				
Once daily	38	32.2		
Twice daily	8	6.8		
Once in two days	9	7.6		
Twice in a week	29	24.6		
Three times daily	1	0.8		
Others	33	28.0		
Preference				
FAH	106	89.8	16,055.56	18,680.099
FAFH	11	10.2	8,698.34	9,018.375
No of female adult				
0	32	27.1	1.56	3.223
1	43	36.4		
2	26	22.0		
3	12	10.2		
4	1	3.3		
Above 4	4	3.4		
Working female adults				
0	49	41.5	0.82	0.949
1	50	42.5		
2	15	12.7		
3	1	0.8		
4	1	0.8		
Above 4	2	1.7		
Total	118	100.0		

Source: Field survey, 2013 *Multiple choice

About 20.3% of them are motivated by the various recipes offered at eateries which may not be easily prepared at home. In other words, relatively more respondents patronized food away from home because of the convenience it offers in terms of ease of preparation, time saving and stress free. Others claim eatery provides a relaxing, interactive and entertaining environment. It is also discovered that some of the respondents patronized eateries and restaurants because of various recipes that can be obtained which might not be obtainable at home; this implies that a limited variety of recipes is prepared at home probably because of long working hours which especially affect the female adults who may hardly have enough time to stock the home with different food items that can be found in eateries. In addition, increase in income or additional source of income could increase the patronization of food away from home and as household size decrease there is an increase in the probability to consume food away from home.

Lastly, the distance between work place or residence and eatery can also motivate consumers of FAFH. While 48% of the respondents worked in places less than 1kilometre far from the nearest FAFH outlet, about 34.% of them worked in places between of 1 and 3 kilometres far from the nearest source food away from home. Only 4.2% of them worked at a distance of above 6 kilometres from the nearest source of food away from home. The average distance of the working place or house from the nearest source of food away from home of the respondents is 2.85kilometres; this implies that relatively most respondents patronized food away from home because it is close to them. In other words, the closer the FAFH source to customers the more likelihood that they will patronize venues of food away from home.

Table 3. Distribution of respondents by motivators

Motivators	* Frequency	Percentage		
Convenience	35	29.7		
Increase in income	3	3.0		
Long working hours	68	57.5		
Added source of income	1	0.8		
Easy access	14	11.9		
Change in taste	2	1.7		
More nutritive value	5	4.3		
Inability to cook	3	2.5		
Various recipes offer	4	20.3		
Household type	6	5.1		
Household size	7	5.9		
Distance (KM)				
≤1	57	48.3	2.85	6.966
1-3	40	34.0		
3.1-6	11	9.3		
Above 6	5	8.4		

Source: Field survey, 2013 *Multiple choice

Household expenditure pattern

Table 4 present the household expenditure pattern for the respondents. The result shows that, 21.1% of the total expenditure of the respondents is spent on food consumption at home, while 11.4% was on FAFH, 7.4% accounted for expenditure on clothes and wears, 10.1% was spent on rent, 7.6% was spent on transportation, and 14.3% was spent on education. The results further reveals that the largest percentage of the total income was on food at home followed by the expenditure on education. This implies that first, food is the most important basic need for human welfare in especially Lagos metropolis and second the cost of feeding is relatively high. Education is the second largest percentage of the total expenditure (income); this implies that the respondents have a relatively high interest in formal education since; the cost of having a formal education in the Lagos metropolis is relatively high. Furthermore, food away from home also carried a relatively high percentage of the total expenditure, suggesting that averagely the respondents patronized food away from home probably because of the nature of livelihood activity which necessitates them to work for long hours outside home. Next to this is expenditure on rent allowance which is 10.1% of the total expenditure, suggesting that cost of accommodation in Lagos metropolis is high.

Table 4. Distribution of Household expenditure pattern

Items	Mean (₦)	Std. Deviation	Percentage
Food items	16055.56	18680.10	21.1
FAFH	8698.34	9018.37	11.4
Clothes and wears	5648.31	12075.42	7.4
Rent	7676.72	11419.51	10.1
Transportation	5766.10	57598.83	7.6
Toiletries	2175.00	2381.51	2.9
Education	10900.00	2109.18	14.3
Electricity	1986.44	2329.66	2.6
Fuel	6283.76	8525.53	8.3
Water	647.86	1170.59	0.9
Remittances	4054.24	8987.90	5.3
Phone calls	4161.02	5502.89	5.5

Source: Field survey, 2013

Determinants of consumption of food away from home

The result of the analysis reveals that 8 out of the 17 variables considered to influence consumption of FAFH are significant and these are household size, number of children under 6yrs, children between 7 and 13 years and 14 and 17 years, total visit per week FAFH outlets, no of working female adult per household and easy access to prepared FAFH. Household size is significant at 1% level and has a direct relationship with household expenditure on consumption of food away from home. This shows that a unit increase in household size will increase household expenditure on FAFH by 36.11%. Number of children under 6 years is statistically significant at 5% level of significance and it has an inverse relationship with the household expenditure. This means that increase in the number of

children under 6years will reduce household expenditure on FAFH. This could be as a result of special attention given to young children during their cradle years. Also, children between the ages of 7-13 years and 14-17 years are also statistically significant at 10% and 1% respectively. The coefficient of these variables are negative showing that increase in the number of children between age 7-13 and 14-17 years will reduce the amount expended on FAFH by 31.33% and 40.17% respectively.

The total number of female adults present in the household is also significant at 5% and has an inverse relationship with expenditure on consumption of FAFH. This implies that an increase in the number of female adults will reduce the amount expended on FAFH because there will be more hands to prepare food at home. On the other hand, the number of working female adult is statistically significant and as well positively related to household expenditure on FAFH. An implication that increase in the number of working female adult will increase expenditure on FAFH. The total number of visits per week to places where FAFH are available is significant at 1% and has a direct relationship with expenditure on FAFH. This implies that an increase in the number of visits to places where FAFH is available will also increase the expenditure on consumption of FAFH. Lastly, easy access to food away from home is statistically significant at 1% but has an inverse relationship with expenditure on food away from home. This reveals that respondents that are without easy access to prepared FAFH will have an increase in their expenditure on food away from home, especially when the time value of money, energy expended and cost of transportation to get FAFH is put into consideration. The adjusted R² is 0.37; meaning that 37.1% of the variability in the total expenditure on FAFH (dependent variable) is explained by the model while the remaining 47.3% is due to error term.

Result of Regression Analysis

Model	B	Std. Error	t value
Constant	-0.2529	0.1532	-1.65
Age	0.4774	0.9742	-0.49
Sex	0.9617	0.1551	0.62
Marital status	0.1269	0.1922	0.66
Household size	0.3611	0.1150	3.14***
Occupation	0.1606	0.1473	1.09
Educational status	0.0467	0.17983	0.26
No of children under 6yrs	-0.3904	0.1683	-2.32**
Between 7-13yrs	-0.3133	0.1740	-1.80*
Between 14-17yrs	-0.1749	0.0660	-2.65***
No of female adults in the household	-0.2255	0.1085	-2.08
Long working hours	0.9137	0.3720	0.246
Easy access to eatery	-0.2814	0.1042	-2.70***
No of working adult females	0.406	0.1669	2.433**
Number of visits per week	0.1786	0.0269	6.64***
Increase of income	0.2651	0.4130	-0.642
Distance to FAFH outlet	0.9837	1.0330	0.95
Household expenditure	0.014	0.013	1.064

Source: Field Survey, 2013

***= 1% level of significance

**= 5% level of significance

*= 10% level of significance

Conclusion

The increasing population explosion coupled with urbanization has promoted the recent change that is emerging in the household food consumption pattern. Also, the growing number of female adult participation in livelihood activities to increase or augment the household income has its effect on consumption of food away from home. The conveniences derived and motivators of FAFH are consequential factors that affect the increasing pattern of FAFH consumption in the nation. On this basis, it is recommended that healthy FAFH are served to customers in order to protect lives from anticipated health hazards. In other words, since food is basic to maintaining good health, government should keep an eye on fast food outlets to

ensure that the environment where these foods are prepared is suitable and healthy meals are served. With the growing trend of fast food consumption eatery and restaurant owners should establish more outlets very close to major working places and residences to increase accessibility and provide a more suitable environment to attract more customers and provide more convenience.

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