

# DETERMINANTS OF BREAD CONSUMPTION AMONG UNDERGRADUATE STUDENTS OF EKITI STATE UNIVERSITY. ADO-EKITI

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## **Abstract**

The article analysed the determinants of bread consumption among undergraduate students in Ekiti state University. The goal of this research is to determine consumer behaviour around bread consumption. The specific objectives are to investigate the effect of bread creativity and examine effect of bread innovative on bread consumption among undergraduate students in Ekiti State University, Ado-Ekiti. Consequently, the most defining socio-demographic traits of the consumer base as well as the most particular attitudes and actions associated with bread eating were chosen. Descriptive statistics like arithmetic mean and standard deviation as well as traditional statistical techniques like correlation analysis were utilized to produce the results. The population of this research comprised 26,718 undergraduate students of Ekiti State University, Ado-Ekiti. The sample size of the study was 394 respondents. The descriptive statistic used was demographic responses like age, faculty of the respondents; how often respondents purchase bread per week while inferential statistics used was simple regression analysis. The result showed that bread creativity significantly affects bread consumption and bread innovation significantly affects bread consumption. Bread innovation adds variety and excitement to the available options in bakeries, consumers' willingness to pay higher prices for innovative bread products and likelihood to purchase bread with innovative flavors or ingredients. The research concluded that bakery managers should come up with various creative offers.

**Keywords:** Bread Consumption, Bread Innovative; Bread Creativity.

## **1. Introduction**

It has been established that bread was a historical and customary food consumed in as far back as era of Mesopotamia and Ancient Egypt about 5000 years ago (De Boni 2019). Today, as the population grows, so does the amount of bread consumed. Studies however have revealed that bread consumption has significantly decreased recently, particularly in wealthy nations (Cagri, 2016; De Boni 2019; Eglite & Kunkulberga, 2017). Although bread consumption per person is 70 kg on average worldwide, it is just 59 kg in European nations. While the UK and Italy have the lowest per capita bread consumption—roughly 31 kg—Bulgaria and Turkey have the highest per capita consumption—95 kg and 104 kg, respectively (Eglite and Kunkulberga, 2017; De Boni 2019). Middle Eastern nations consume 118 kilograms of bread per person, compared to only 10 kg in African nations (Cagri, 2016). Apart from the socio-demographic traits and consumption patterns of the customers, the product attributes and variety, the kind of grain used in its production, the system used for processing and manufacturing the product, and the potential health effects of bread on people are all highly significant (Sandvik et al., 2014; Sajdakowska et al.,

2019). It is important to note that bread still accounts for a sizeable portion of consumers' food and beverage spending (about 11%) (WB, 2019).

Since ancient times, cereals have been considered a basic food product by humans, and they are often eaten as a source of energy. Global population expansion and the issue of food safety make cereal and bakery goods more important in international markets (Gîndu et al., 2015). Bread-making skills were first acquired by humans about 4,000 years ago. Bread has always been a staple food, if not always at the same level of popularity. Bread is a valuable and adaptable food item that can be included in a diet that is both balanced and healthful. Due to its widespread consumption, bread is important for nutrition worldwide (Barrett 1975, Souki et al., 2016). Global differences exist in a number of issues, including production methods and cereal product types. Typically, the primary components include wheat, water, yeast, salt, and water (Martin, 2004). By combining grain flours other than wheat, you can boost the bread's nutritious content. Additionally, from a health standpoint, different kinds of bread should be chosen in specific circumstances due to their potential wide variations in content, such as whole grains and non-wholegrain or whole wheat typical white bread versus wholegrain (Worsley 2003; Sandvik et al., 2014). Customers typically favor other bread varieties over white bread for a variety of reasons, including taste, health, nutrition, non-staling qualities, and recommendations (Aksoylu et al., 2014). Numerous vital nutrients that are good for human health can be found in bread.

Repetitive buying is essentially a consumer's intention to repurchase or re-consume a company's products after having a pleasant experience with the quality of those goods or services (Cronin & Taylor, 1992). Leisure-time physical activity is measured in the majority of research on the health benefits of physical activity. On the other hand, a lot of people acquire their physical exercise from non-leisure activities like housework and labour. Daily household tasks like preparing bread can be beneficial (Arrieta & Russell, 2008). Therefore, baking bread has the potential to influence people's level of activity. Furthermore, non-leisure time physical activity was linked to a lower rate of all-cause death, per a study done using a representative sample of the adult population in the United States (Arrieta & Russell, 2008). Additionally, preparing bread could cut down on the amount of time people spend doing sedentary tasks like watching TV. Additionally, compared to commercially manufactured bread, baking own bread will yield healthier bread that contains more whole grains, less energy, and less salt.

It is not simple to introduce new eating habits and behaviors or to change existing ones (Weber Cullen, Bartholomew, Parcel & Kok, 1998). It is essential to investigate various situations and the connections that dictate eating habits in order to comprehend and track the progress of understanding current food consumption behaviors and habits, how they alter based on regional or global variations, and how to target health initiatives for each population. Numerous studies have been conducted on fast food restaurants from various angles and viewpoints (UKessay, 2013; Carew, 2010; Park, 2004; Lowenstein, 1995), each of which profiles various factors influencing customers' intentions to make repeat purchases (Ahmad, Ghazali and Othman, 2013; Akbar and Alaudeen, 2012) with very limited focus on bread consumption among undergraduates in universities in Nigeria.

Consequently, it is critical to close the gap in the literature by integrating this research, which specifically examines the factors influencing bread consumption among undergraduate students in Ekiti state university. The aim of this research is to use an empirical method to detect eating trends and examine how they relate to socio-demographic factors. The perception of an increasing trend in Nigeria among people, households, and friends to attend fast food outlets served as the basis for this study. Customers are becoming more aware about the appearance, quality, and level of service

they receive from fast food outlets due to increased competition among them and rising health consciousness (Tabassum & Rahman, 2012; Nezakati, Kuan & Asgari, 2011).

## **2. Objectives of the Study**

The broad objective of this study is to analyze the determinants of bread consumption among undergraduate students in Ekiti state University. The specific objectives are to:

- i. investigate the effect of bread creativity on bread consumption among undergraduate students in Ekiti State University, Ado Ekiti;
- ii. examine effect of bread innovative on bread consumption among undergraduate students in Ekiti State University, Ado Ekiti.

## **3. Research Hypotheses**

The following null hypotheses were tested in this research:

- i. bread creativity does not have significant effect on bread consumption among undergraduate students in Ekiti State University, Ado Ekiti;
- ii. bread innovative does not have significant effect on bread consumption among undergraduate students in Ekiti State University, Ado Ekiti.

## **4. Literature Review**

The concept of creativity has been primarily studied in the context of work environment evaluations (for example, Amabile et al., 1996; Cummings & Oldham, 1997; Shalley, Gilson & Blum, 2000). Another important concept which may be associated with creativity is intrinsic motivation (for example, Maslow, 1970; Deci & Ryan, 1985; Amabile et al., 1994; Deci & Flaste, 1995; Bandura, 1997; Herzberg, Mausner & Snyderman, 2003). Some studies have suggested that creativity may positively contribute to intrinsic motivation and negatively to extrinsic motivation (for example, Amabile et al., 1994). Some important factors that could affect intrinsic motivation include self-determination (e.g., Deci & Ryan, 1985), competence (e.g., Bandura, 1997), autonomy (e.g., Hackman & Oldham, 1975; Cummings & Oldham, 1997; Shalley, Gilson & Blum, 2000), challenge (e.g., Locke et al., 1984; Bandura, 1997; Shalley, Gilson & Blum, 2000), task involvement (e.g., Hackman & Oldham, 1975; Csikszentmihalyi, 1996) and interest (e.g., Bandura, 1997). Moreover, according to Tierney and Farmer (2002), creative self-efficacy, defined as ‘the belief one has the ability to produce creative outcomes’ (p. 1138), is another important factor that impacts intrinsic motivation and creativity.

### **4.1 Innovation Practices in Bakeries**

The food sector needs innovation for it to survive (Barcellos, Aguiar, Ferreira & Vieira, 2009). Innovation practices can be realised in the food sector (Sarkar & Costa, 2008). Organisations can increase their output if they adopt innovation strategies (Tavassoli & Karlsson, 2016). Food enterprises need capabilities in both technology and marketing in order to compete (Sarkar & Costa, 2008). Food enterprises should focus on innovations that advocate quality and safety (Brody, Bugusu, Han, Sand & Mchugh, 2008). This is why the interests of key business stakeholders need to be integrated in the innovation practices managed by food enterprises (Sarkar & Costa, 2008). The demand of bakery products has always been promising (Haiböck-Sinner,

Ebner & Lettmayer, 2008). Bread is a famous bakery product across cultures (Melini & Melini, 2018). Wheat bread is a famous bakery product (Giménez-Bastida, Piskula & Zieliński, 2015). Other bread types such as probiotic breads have also been preferred by customers (Soukoulis, Yonekura, Gan, Behboudi-Jobbehdar, Parmenter & Fisk, 2014). Customers need sustainable products (Haiböck-Sinner, Ebner, & Lettmayer, 2008).

## 4.2 Bread Consumption

**Determinants of Bread Consumption** Although the main motivation for eating is hunger, food is more than just a means of satisfying one's hunger, other factors may cause one to eat, which may include the desire for comfort, amongst others. There is a wide variety of food from which people can choose. People choose certain kinds of food for various reasons; either due to its price, nutritional value, or their income level, etc. As consumers become more affluent and more aware of how their food is produced, food safety, environmental sustainability, fair trade, and equity are becoming more important in the consumer's decision to purchase (Gomes, 2018). The determinants of bread consumption can be broadly divided into economic, cultural, and social factors. The major economic determinants, which determine the patterns of consumption, are the level of household income, the price of bread, as well as the price of other staple foods. Sociological determinants include age, occupation, educational level, etc. while cultural determinants include ethnic beliefs as well as religious beliefs. Income is one of the most important determinants of the level of bread consumption. This is because it is the determining factor as regards the ability of an individual or household to make purchases (Geurts et al., 2016). Without money, it is impossible to purchase as well as consume bread.

## 5. Methodology

Descriptive research of the survey design will be used for the study. Survey design is very useful because it has a wide range of scope and coverage, hence generalisation is possible. It also has a great deal of information, which makes it economical for researcher. The sampling technique employed in this research work is convenience sampling technique using Taro Yammane (1967). This is as a result of nearness, cost, availability, time, and time of completion.

$$n = \frac{N}{1 + N(e)^2} \quad \text{Where: } n = \text{sample size } N = \text{the population size } e = \text{level of significance (5\% i.e. 0.05)}$$

$$n = \frac{267}{1 + 26718(0.05)^2} = 394$$

The instrument used in carrying out the required satisfaction analysis was generate through the administration of questionnaire to the respondents. The questionnaire issued contained certain questions which are in accordance with the research work and the research work and the research hypothesis and are framed in a way that it would not be misunderstood by the respondents. The questionnaire was administered to them primarily to elicit their response to the questions that were structured to reflects the purpose of the work.

Quantitative data from surveys were analyzed using statistical software, including descriptive statistics and inferential techniques. Qualitative data from interviews and case studies underwent thematic analysis to identify recurring patterns, themes, and narratives related to the bread consumptions factors.

The hypotheses of the study were tested using inferential statistics such as multiple linear regression. Regression given as:

$$Y = \beta_0 + \beta_1 X_1 + \dots + \beta_n X_n + \varepsilon$$

Y = the predicted value of the dependent variable

$\beta_0$  = the value of Y when all other parameters are set to 0  
 $\beta_1X_1$  = the regression coefficient ( $\beta_1$ ) of the first independent variable, ( $X_1$ ) the effect that increasing the value of the independent variable has on the predicted Y value.  
 $\beta_nX_n$  = the regression coefficient of the last independent variable  
 $\varepsilon$  = model error (how much variation there is in our estimate of Y)  
 $Y = \beta_0 + \beta_1X_1 + \dots + \beta_nX_n + \varepsilon$   
 Therefore BCP =  $\beta_0 + \text{BCR} + \text{BIV} + \varepsilon$   
 BCP = Bread consumption ; BCR = Bread Creativity ; BIV = Bread Innovation

## 6. Result from Data Analysis

**Table 6.1: Bread creativity and Bread consumption**

Variable	Coeff.	Std. Error	t-value	Sig.
Constant	1.216	0.120	10.159	0.000
Bread Creativity	0.621	0.041	15.225	0.000
R	0.665			
R Square	0.442			
Adj. R Square	0.440			
F Stat.	231.789(0.000)			

Dependent variable: Bread Consumption

**Table 6.2: Bread innovation and Bread consumption**

Variable	Coeff.	Std. Error	t-value	Sig.
Constant	0.765	0.163	4.697	0.000
Bread Innovation	0.681	0.050	13.728	0.000
R	0.626			
R Square	0.391			
Adj. R Square	0.389			
F Stat.	188.542(0.000)			

Dependent variable: Bread Consumption

From the Tables 6.1, results indicated F-Stat. 231.789, p-value  $0.000 < 0.05$ . The implication is that the null hypothesis, bread creativity does not significantly affect bread consumption is not true therefore, the null hypothesis is rejected. Based on this, we accepted the alternative hypothesis that bread creativity has effect on bread consumption. The results Table 6.2 also showed F-Stat. 188.542, p-value  $0.000 < 0.05$ . The implication of the results showed that the null hypothesis, bread innovation does not significantly affect bread consumption is not true therefore, the null hypothesis is rejected. Based on this, we accepted the alternative hypothesis that bread innovation has effect on bread consumption.

## 7. Conclusion and Recommendations

The study concluded that the bakery store came up with various creative offers, creative bread presentation decorative toppings enhance its appeal, the use of locally sourced and seasonal ingredients in bread-making adds to its creativity and Bread creativity is an important factor in my

overall satisfaction with bakery products. Bread innovation adds variety and excitement to the available options in bakeries, willing to pay a higher price for innovative bread products and more likely to purchase bread with innovative flavors or ingredients.

Based on the conclusion drawn from the research, the following recommendations were made:

- i. Based on the evidence from the findings and conclusion, producers of bread, as well as sellers should do well to ensure that the price of bread is kept at a minimal level, as increasing the price will lead to a fall in bread consumption.
- ii. They should also pick locations where the income level of the residents is considerably high, as this will lead to higher bread purchases and consumption. For the consumers themselves, if they desire to consume more bread, then they must work hard to earn more income as this will help them in purchasing and consuming a higher quantity of bread.
- iii. The government should also ensure that policies should be made to provide a friendly environment for bread producers. Also, necessary infrastructure such as power, and good roads, amongst others which are very critical should be provided. The incessant power grid collapses should be made a thing of the past. The income level in the country should also be adequate for the citizens and where necessary, reviewed to provide more funds for the consumers.

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