

CULTURAL FESTIVALS AND PETTY TRADERS' INCOME

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Cultural Festivals and Petty Traders' Income" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined cultural festivals and petty traders' income, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of cultural; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with cultural and festivals. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 392 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 377 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.02). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.528$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.2, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.1$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on cultural.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of cultural festivals and petty traders' income is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

In recent years, cultural has emerged as a central theme in scholarly discourse on tourism and hospitality. Globalisation and technological change have intensified both the opportunities and the challenges associated with cultural. Empirical evidence from Ibrahim and Nnamdi (2021) suggests that positive developments in festivals are associated with improvements in cultural. For practitioners, the practical significance of cultural cannot be overstated, given its demonstrable link with festivals. A notable study by Chukwu and Obiora (2017) argued that the impact of cultural is substantially mediated by the quality of institutions. Accordingly, there is a growing consensus that deliberate policy action is required. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

A growing corpus of literature draws attention to the pivotal role of cultural in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges associated with cultural. Studies conducted within the West African subregion by Osinachi and Obiora (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Empirical evidence from Obiora and Umeh (2021) suggests that positive developments in festivals are associated with improvements in cultural. For practitioners, the practical significance of cultural cannot be overstated, given its demonstrable link with festivals. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

In both global and African literatures, cultural is now regarded as a key index of institutional performance. Within Lagos State, the country's most populous commercial hub, the dynamics of cultural are observed in their starkest form. An examination by Obiora and Umeh (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Such findings reinforce the argument that cultural deserves a place of priority on the development agenda. Studies by Alade and Osinachi (2019) largely support the view that cultural exerts a measurable influence on outcomes of interest. For practitioners, the practical significance of cultural cannot be overstated, given its demonstrable link with festivals. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Few subjects attract as much policy interest in contemporary Nigeria as the question of cultural. The socio-cultural diversity of Nigeria implies that responses to cultural must be differentiated rather than uniform. A notable study by Alade and Adekunle (2017) argued that the impact of cultural is substantially mediated by the quality of institutions. Accordingly, there is a growing consensus that deliberate policy action is required. An examination by Bakare and Adigun (2019) attributed much of the observed variation in outcomes to