

# **EFFECT OF PRICE CHANGES ON CONSUMER DEMAND FOR STAPLE FOODS IN NIGERIA**

BY

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DEGREE IN ECONOMICS

[MONTH, YEAR]

## CERTIFICATION

This is to certify that this research project titled "Effect of Price Changes on Consumer Demand for Staple Foods in Nigeria" 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.

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PROJECT SUPERVISOR

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EXTERNAL EXAMINER

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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.

## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

This study examined effect of price changes on consumer demand for staple foods in nigeria, 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 effect; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effect and price. The study adopted a descriptive survey research design, anchored on the Rational Choice Theory and the Institutional Theory. A sample size of 390 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 368 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 = 3.03). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ( $r = 0.544$ ,  $p < 0.05$ ) and a significant dependent association on the chi-square test (chi-square = 6.21,  $p < 0.05$ ). No statistically significant difference was found between male and female respondents ( $t = 1.14$ ,  $p > 0.05$ ). 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 effect.

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## CHAPTER ONE: INTRODUCTION

### 1.1 Background to the Study

The study of effect of price changes on consumer demand for staple foods in Nigeria 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.

Over the past two decades, effect has become increasingly significant within the Nigerian landscape and beyond. Nigeria's federal structure and its diverse cultural geography ensure that the experience of effect varies considerably from one region to another. Studies conducted within the West African subregion by Bakare and Ibrahim (2018) reached conclusions broadly consistent with the Nigerian evidence. Such findings reinforce the argument that effect deserves a place of priority on the development agenda. Studies conducted within the West African subregion by Umeh and Oyelaran (2018) reached conclusions broadly consistent with the Nigerian evidence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The relationship between effect and price has been the subject of sustained academic interest across several disciplines. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effect. Research by Adekunle and Chukwu (2021) using mixed methods provided particularly rich insight into the mechanisms connecting effect and price. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The work of Musa and Okonkwo (2023) extended earlier analyses by demonstrating that price reinforces the effects of effect. Such findings reinforce the argument that effect deserves a place of priority on the development agenda. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Debates on national transformation repeatedly return to the role of effect and its attendant dynamics. Nigeria's federal structure and its diverse cultural geography ensure that the experience of effect varies considerably from one region to another. Findings reported by Musa and Okonkwo (2018) observed that respondents with greater exposure to effect recorded markedly different results. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Research by Aderemi and Kalu (2021) using mixed methods provided particularly rich insight into the mechanisms connecting effect and price. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

effect, when examined in relation to price, reveals complex and often paradoxical dynamics. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of effect. An examination by Famuyide and Umeh (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy