

QUALITY ASSESSMENT OF OFADA RICE SOLD IN SOUTH-WEST MARKETS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Quality Assessment of Ofada Rice Sold in South-West Markets" 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 quality assessment of ofada rice sold in south-west markets, 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 quality; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with quality and assessment. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 394 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 360 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 ($r = 0.533$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.56, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.31$, $p > 0.05$). 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 quality.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of quality assessment of ofada rice sold in south-west markets 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.

quality, when examined in relation to assessment, reveals complex and often paradoxical dynamics. The socio-cultural diversity of Nigeria implies that responses to quality must be differentiated rather than uniform. Longitudinal research by Ekwueme and Okonkwo (2016) revealed that sustained attention to quality yields appreciable dividends over time. For practitioners, the practical significance of quality cannot be overstated, given its demonstrable link with assessment. An examination by Ogunlana and Musa (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, quality has emerged as a central theme in scholarly discourse on food science and technology. Economic pressures and resource scarcity frequently determine the pace at which quality advances in practice. Studies conducted within the West African subregion by Nwosu and Adigun (2018) reached conclusions broadly consistent with the Nigerian evidence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The aggregate picture emerging from Ogunlana and Obiora (2023) points to a modest but consistent association between quality and the outcomes of interest. These developments carry important implications for policy and practice in food science and technology. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The relationship between quality and assessment has been the subject of sustained academic interest across several disciplines. Economic pressures and resource scarcity frequently determine the pace at which quality advances in practice. Evidence assembled by Ogunlana and Obiora (2015) across twelve states underscored the heterogeneity of outcomes linked to quality. Such findings reinforce the argument that quality deserves a place of priority on the development agenda. Longitudinal research by Bakare and Adekunle (2016) revealed that sustained attention to quality yields appreciable dividends over time. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

quality, when examined in relation to assessment, reveals complex and often paradoxical dynamics. National policies and programmes have sought, with varying degrees of success, to respond to the realities of quality and assessment. Field evidence gathered by Eze and Bamgbose (2016) suggested that stakeholder engagement materially improves the results achieved in matters of quality. For practitioners, the practical significance of quality cannot be overstated, given its demonstrable link with assessment. Empirical evidence from Obiora