

DETERMINANTS OF LOCAL RICE CONSUMPTION AMONG HOUSEHOLDS IN MAKURDI METROPOLIS OF BENUE STATE, NIGERIA

OKEKE, ANAYO MICHAEL¹, IHEANACHO, ANDREW CHIKAODI² & OBASI, CHIBUZO CHINWENDU³

¹Department of Agribusiness, College of Management Sciences, University of Agriculture, Makurdi, Benue, Nigeria

²Professor, Department of Agribusiness, College of Management Sciences, University of Agriculture,
Makurdi, Benue State, Nigeria

³Michael Okpara University of Agriculture, Umudike, Abia State, Nigeria

ABSTRACT

The determinants of local rice consumption among households in Makurdi metropolis of Benue State, Nigeria were investigated. The specific objectives of the study were to describe the socio-economic characteristics of households that consume rice; identify factors that influence households' preference for imported rice; determine factors that influence households' consumption of local rice. Data were collected from 120 households in six wards and twenty four streets using multi-stage random sampling technique. Structured questionnaire was used to collect data from heads of the households. Data collected were analysed using frequency distribution, percentages, mean and multiple regression analysis. The results indicate that households' consumption of local rice is influenced by socio-economic factors and the quality of the local rice. It was recommended that investment in local rice processing should be on equipments that will improve its quality and also setting up nutritional body and campaigns to enlighten the public on the nutritional benefits of local rice and adverse consequences of importing large tons of rice into the country respectively.

KEYWORDS: Factors, Consumption, Local Rice, Makurdi Metropolis