

Urban Development, Food Consumption and Health in Ado Ekiti Southwest Nigeria

Omotosho, Babatunde Joshua¹ (PhD) and Okafor E.Emeka² (PhD)

¹Department of Sociology,
Faculty of the Social Sciences,
University of Ado Ekiti,
Ado Ekiti, Nigeria
E-mail: tunttoy20032003@yahoo.com

²Department of Sociology,
University of Ibadan
Ibadan, Nigeria.
eemfor@yahoo.com

Abstract

The proliferation of food industries across cities in Nigeria with its attendant health implications necessitated the establishment of a food and drug regulatory body (NAFDAC). This study examined the practise of consumers towards observing selected NAFDAC-labelled foods and its implication on their health in Ado Ekiti south west Nigeria. The study adopted quantitative and qualitative methods in gathering 760 questionnaires, 48 IDI and 14 KII sessions. Findings revealed that 71.6% of the respondents were not observing the labels on selected products regularly before consumption. The IDI conducted attributed this to religious beliefs, literacy level and lack of trust on food labels. Health implications include diarrhoea and stomach upset. A majority of the respondents have devised ways of ascertaining the safety of the food products; 49.5% considered quality and 12.6% considered brand names. In depth interview further revealed that local norms, religious beliefs, significant others influenced respondents' practices about the labels.

Introduction and Background to the Study

Modernisation coupled with the need to survive among the citizenry led to the proliferation of food industries across cities in Nigeria. This development further resulted in the consumption of junk foods (marking a symbol of status) and its attendant implications on the health of Nigerians necessitated the establishment of a regulatory body identified as National Agency for Foods Drugs administration and Control (NAFDAC). In spite of the establishment of regulatory bodies responsible for monitoring what people consume, studies show an increase in health related challenges emanating from consumption patterns across the country. The question that readily comes to mind is why this is so? What is the knowledge of the consumers to the efforts being made by this agency to sensitize them? Do they observe this information and in what ways has it affected their behavioural dispositions? While all efforts have been directed at safeguarding the health of the citizens through regulation of consumption (CPC, 2004 and SON, 2004, Omotosho, 2008, NAFDAC, 2000) and highlighting the statistics and dimensions of the challenges of health due to what people consume (Shenge and Babalola, 2003 Kurokwa, 1982; NAFDAC, 1993; Medical Nigeria, 2005); not much has been done in examining the practises of the consumers to the warnings and information

provided by these regulatory agencies with the aim of safeguarding the health of the consumers. All these issues became the focus of this study among urban residents in Ado Ekiti metropolis, Nigeria.

Objectives of the Study

The general objective of this study was to understand Urban Development, Challenges of Food Consumption and Health in Ado Ekiti Southwest Nigeria. The specific objectives for the study sought to

1. Understand the knowledge of the consumers regarding NAFDAC labels on the selected products
2. Determine the practise of the consumers as regards NAFDAC information labels on selected products for the study.
3. Examine the factors that may affect consumers' knowledge and Practise as regards NAFDAC information labels on selected products.

Methodology

The study was a cross-sectional urban survey and a combination of quantitative and qualitative instruments was used. For the quantitative, a total of seven hundred and sixty questionnaires were elicited from the respondents (424 males and 339 females with ages 16 years old and above) selected in Ado Ekiti Southwest Nigeria. A multi-stage sampling approach based on the Independent Electoral Commission (INEC) wards enumeration was used to select households and individuals included in the study sample. For the qualitative data, a total of 48 respondents were purposively selected for the in-depth oral interview. For the Key Informants, twelve producers of the selected products (bread and sachet water) and two NAFDAC officials were interviewed as well. A number of variables were also cross-tabulated to understand the relationships existing between/among them. The hypotheses formulated for the study were also tested using chi square statistical methods. As regards the in-depth interviews (IDI), they were analyzed through content analysis and quoted verbatim where necessary to support the quantitative data

Table 1: Frequency Distribution of Respondents by Sex, Age and Education

Sex	Frequency	Percentage
Male	424	55.6
Female	339	44.0
TOTAL	763	100.0
Age	Frequency	Percentage
16-24	103	13.5
25-34	377	49.5
35-44	75	9.8
45-54	81	10.6
55-64	85	11.1
65 and above	42	5.5
TOTAL	763	100.0

Education	Frequency	Percentage
No formal Education	117	15.4
Primary	88	11.5
Secondary	212	27.8
Tertiary	346	45.3
TOTAL	763	100.0

Going by the table above, both male and female respondents were fairly represented in the study as 55.6 percent males and 44.0 percent females participated in the study. The age distribution showed that most respondents who participated in this study were in the age category 25-34 years constituting (49.5%), while the least (5.5%) fell within 65 years and above category. This distribution may be due to the fact that respondents that were purchasing the selected products for this study regularly belonged to that category. Equally, these categories of respondents also participated in the study than other age groups. Information on educational qualifications showed that 45.3 percent had tertiary education while only 15.4 percent had no form of western education.

Table: 2 Frequency Distribution of Respondents by Religious Affiliation, Employment status and Monthly income

Religious Affiliation	Frequency	Percentage
Christianity	591	77.5
Islam	133	17.4
African Traditional Religion	28	3.7
Others	11	1.4
TOTAL	763	100.0
Employment Status	Frequency	Percentage
Civil Servants	195	25.6
Students	91	11.9
Private Employment (Artisans, Self employed)	159	20.8
Farming & Trading	318	41.7
TOTAL	763	100.0
Monthly Income	Frequency	Percentage
Below 7,500 \$50	227	29.8
N7,501-N17,500 \$50.006-\$116.66	160	21.0
N17,501-N27,500\$116.67-\$183.33	73	9.6
N27,501-N37,500\$183.34-\$250	56	7.3
N37,501 and above \$250.006 and above	247	32.4
TOTAL	763	100.0

On religious affiliations, data for the study revealed that most respondents were Christians (77.5 percent) while Muslims and African traditional worshippers constituted only 17.4 percent and 3.4 percent respectively. Christianity has a long history in the state hence the dominance of Christian religion.

As regards occupational status of the respondents, data showed that majority of the respondents in this study were farmers and traders (41.7%); while those in private employment and civil servants constituted 20.8 percent and 25.6 percent respectively. Presently, the state capital has few cottage industries springing up; most people in the state depend on salaried jobs and farming, while majority complement both to survive (Adebayo and Adefolalu 1993). Further, monthly income of the respondents showed that

32.4 percent earned N37, 501 and above per month; and 29.8 percent earned N7, 500 (\$50) and below per month. The respondents were employed in both private and public organizations hence the disparity in their monthly income.

Table 3 Frequency Distribution of Respondents' Familiarity with NAFDAC and Sources of Information on Products Labels

	Frequency	Percent
Are you familiar with NAFDAC Labels?		
Yes	626	82.0
No	125	16.4
Not sure	12	1.6
Total	763	100.0
Sources of Information		
Advertisement on print and electronic media	430	56.3
Information from friends and colleagues	286	37.5
Bill boards, posters etc	47	6.2
Total	763	100.0
How frequent do you watch and listen to advertisements?		
Once in awhile	126	16.5
Regularly	593	77.7
Seldom	44	5.8
Total	763	100.0
Do you agree with such adverts?		
Yes	460	77.6
No	125	21.1
Not sure	8	1.3
Total	593	100.0

The table above presents the data on the respondents' level of awareness and opinions about NAFDAC information labels on the products. The information above revealed that majority of the respondents (82.0 percent) was familiar with NAFDAC labels on products. However, 16.4 percent and 1.6 percent were neither familiar nor sure about NAFDAC information labels placed on products respectively. One may conclude that respondents are aware of NAFDAC information labels on the selected products. This level of awareness may be due to the influence of strong and aggressive advertisement pursued by the agency from time to time both in the print and electronic media. Print and electronic media were the respondents' major source of information; a major percentage of the respondents (77.7 percent) claimed they watched advertisements about NAFDAC regularly, while an overwhelming majority (77.6 percent) said they strongly agreed with the information contained in such adverts. Apart from advertisement which serves as a major source of respondents' knowledge of NAFDAC information, friends, colleagues and relations also formed part of the source of information for the consumers. Those who could not have access to adverts on the television as a result of power outage had radio sets as alternatives. Data showed that 37.5 percent of the respondents attributed friends, colleagues as sources of knowledge of NAFDAC information labels. This was better captured in the in-depth interview as a respondent gave her remarks:

My husband and children determine what type of bread we eat in my house. My husband, for example, buys *Alaafia Bread* (brand name) for us simply because the manufacturer is trusted; he is a Muslim brother from our part of Osun state (one of the states in Nigeria). On the other hand when we are confused, we seek information regarding a product or anything from our friend who is very acquainted with the issue and well educated before buying anything that involves health and safety... (IDI, Female).

Table 4: Frequency Distribution of Respondents' Responses after Awareness of Labels

Has awareness of labels affected your style of purchase?	Frequency	Percentage
Yes	594	77.9
No	110	14.4
Not sure	59	7.7
Total	763	100.0
If yes, how do you go about it?	Frequency	Percentage
Check labels	338	56.9
Seek for more information	78	13.1
Do nothing	178	30.0
Total	594	100.0
If no why not?	Frequency	Percentage
Its difficult to trust government	89	52.7
I don't care	80	47.3
Total	169	100.0
How will you assess your level of vigilance?	Frequency	Percentage
Low	278	36.4
Average	224	29.4
High	202	26.5
Not sure	59	7.7
Total	763	100.0

The table above presents the consumers' responses as regards their level of awareness of NAFDAC information labels on sachet water and bread. The conclusion drawn from the above is that an overwhelming majority of the respondents were familiar with NAFDAC labels. Respondents (77.9 percent) further claimed that the labels on the products have affected their consumption patterns one way or the other. Attesting to this assertion, respondents (56.9 percent) claimed that it has affected their consumption patterns as they checked labels on the selected products regularly. Other respondents further sought information from informed people in the society on the genuine nature of labels.

However, 30.0 percent of the respondents claimed that labels have not brought any specific change to their consumptions styles. They attributed the reasons to lack of trust (52.7 percent), and (47.3 percent) and indifference to the activities of the agency. Assessing their level of vigilance as regards what they consumed, it is interesting to note that 26.5 percent rated it high, 36.4 percent indicated an average performance, while 36.4 percent felt that their level of vigilance was low.

5: Extent of Practice of Observing NAFDAC Information Labels before Consumption

This section attempts to measure the degree of agreement or the respondents regarding their practice of observing NAFDAC labels on the two products selected for this study.

TABLE 5: Frequency Distribution of Respondents' Level of Practice¹ of Observing NAFDAC information labels on bread

Bread Labels	I do not check NAFDAC labels on bread before purchase	
Degree of Agreement	Frequency N= 763	Percentage
Agree	149	19.5
Strongly Agree	113	14.8
Undecided	-	-
Disagree	263	34.5
Strongly Disagree	238	31.2
Bread Labels	I do consume bread with 'bromate free' labels only.	
Degree of Agreement	Frequency N= 763	Percentage
Agree	254	33.3
Strongly Agree	195	25.6
Undecided	-	-
Disagree	163	21.4
Strongly Disagree	151	19.8
Bread Labels	I do consume only bread certified by NAFDAC.	
Degree of Agreement	Frequency N= 763	Percentage
Agree	267	16.5
Strongly Agree	224	29.4
Undecided	-	-
Disagree	162	21.2
Strongly Disagree	110	14.4
Bread Labels	I consume bread without 'bromate free' labels and nothing has happened to me	
Degree of Agreement	Frequency N=763	Percentage
Agree	210	27.5
Strongly Agree	142	18.6
Undecided	-	-
Disagree	230	30.1
Strongly Disagree	181	23.7
Bread Labels	All these campaigns by NAFDAC about bromate	

¹ Practice in this study refers to consumers' reaction to information placed on the selected products; whether they observe information labels on the selected products regularly or not and whether they avoid products without NAFDAC labels before purchase and consumption

	causing cancer, and kidney failure are not true	
Degree of Agreement	Frequency	Percentage
Agree	187	24.5
Strongly Agree	141	18.5
Undecided	-	-
Disagree	227	29.8
Strongly Disagree	208	27.3

Findings from the data revealed that 19.5 percent and 14.8 percent ‘agreed’ and ‘strongly agreed’ that there was no need to check NAFDAC labels on bread before they purchase. This may suggest that the respondents saw no need in checking ‘bromate free’ label on bread before purchase and consumption. Also, 34.5 percent and 31.2 percent “disagreed” and “strongly disagreed” respectively to this assertion. They believed that they needed to check NAFDAC labels on bread before purchase. Further, 33.3 percent in their response agreed that they consumed bread with ‘bromate free’ inscription only. Another 25.6 percent “strongly agreed” with this statement. However, 21.4 percent “disagreed” and 19.8 percent “strongly disagreed” claiming that they consumed bread without ‘bromate free’ labels.

The responses on the table above showed that 16.5 percent and 29.4 percent of the respondents “agreed” and “strongly agreed” respectively that they consumed other products with NAFDAC label on it. On the contrary, 21.2 percent “disagreed” and 14.4 percent “strongly disagreed” as they argued that they could consume bread without NAFDAC approval on it. Attesting further to their claims on consumption of bread with or without ‘bromate free’ labels, 27.5 percent and 18.6 “percent agreed” and “strongly agreed” respectively that they consumed bread without ‘bromate free’ labels and they had not experienced any infection or diseases. Other respondents that could not boast of this disagreed.

Most respondents were not aware of the long-term implication of the consumption of potassium bromide as improver in bread. This is because 24.5 percent and 18.5 percent “agreed” and “strongly agreed” respectively that all the campaigns conducted by NAFDAC about potassium bromide in bread as causing cancer and kidney failure were not true. Equally 29.8 percent “disagreed” and 27.3 percent “strongly disagreed”. They seemed to believe that bromide in bread may cause cancer, kidney problems, among others. This finding may imply a lack of clear knowledge about what bromide is and how it can lead to these diseases.

TABLE 6: Frequency Distribution of Respondents’ Level of Practice² of Observing NAFDAC Information Labels on Sachet Water

Sachet water labels	I do not purchase sachet water with NAFDAC number	
Degree of Agreement	Frequency N= 763	Percentage

² Practice in this study refers to consumers’ reaction to information placed on the selected products; whether they observe information labels on the selected products regularly or not and whether they avoid products without NAFDAC labels before purchase and consumption

Agree	168	22.0
Strongly Agree	172	22.5
Undecided	-	-
Disagree	207	27.1
Strongly Disagree	216	28.3
Sachet water Labels	I can not consume sachet water without NAFDAC number.	
Degree of Agreement	Frequency N= 763	Percentage
Agree	163	21.4
Strongly Agree	174	22.8
Undecided	-	-
Disagree	224	29.4
Strongly Disagree	202	26.5
Sachet water Labels	When thirsty I don't bother whether sachet water has NAFDAC number on it or not.	
Degree of Agreement	Frequency N= 763	Percentage
Agree	154	20.2
Strongly Agree	140	18.3
Undecided	-	-
Disagree	238	31.2
Strongly Disagree	231	30.3
Sachet water Labels	I consume sachet water without NAFDAC number and I am healthy.	
Degree of Agreement	Frequency N= 763	Percentage
Agree	172	22.5
Strongly Agree	125	16.4
Undecided	-	-
Disagree	222	29.1
Strongly Disagree	244	32.0
Sachet water Labels	All these campaigns about sachet water without NAFDAC number causing typhoid and cholera are not true.	
Degree of Agreement	Frequency N= 763	Percentage
Agree	168	22.0
Strongly Agree	169	22.1
Undecided	-	-
Disagree	185	24.2
Strongly Disagree	241	31.6

Table 5.5.2 above shows the distribution of responses regarding degrees of agreement on practice of observing NAFDAC labels on sachet water. The first response on degree of agreement revealed that 22.0 percent and 23.5 percent 'agreed' and 'strongly agreed' that they would not purchase sachet water without NAFDAC number on it. However, 27.1 percent and 28.3 percent 'disagreed' and 'strongly disagreed' respectively with this assertion. Further, 21.4 percent and 22.8 percent 'agreed' and 'strongly agreed' that they could not consume sachet water without NAFDAC number. Differing on this 29.4 percent and 26.5 percent disagreed and strongly disagreed respectively.

The respondents were asked whether they bother to check sachet water whether it has NAFDAC approval number on it or not. Findings revealed that 20.2 percent and 18.3 percent ‘agreed’ and ‘strongly agreed’ respectively that they did not bother to check such NAFDAC approval. Other respondents had different opinions as 31.2 percent and 30.3 percent ‘disagreed’ and ‘strongly disagreed’ respectively. Moreover, 33.5 percent and 16.5 percent ‘agreed’ and ‘strongly agreed’ respectively that they drank sachet water without NAFDAC number and they had not suffered any form of illness. However, 29.1 percent and 32.0 percent ‘disagreed’ and ‘strongly disagreed’ with this. Data further revealed that 22.0 percent and 22.1 percent ‘agreed’ and ‘strongly agreed’ that all the campaign programmes about sachet water without NAFDAC number as dangerous to health were not true. On the other hand, 24.2 percent and 31.6 percent ‘disagreed’ and ‘strongly disagreed’ respectively. Respondents may be relatively aware of the implications of unsafe sachet water considering their responses.

Table 7: Chi-square Test of Association between Selected socio-demographic variables and Respondents’ Practice of Observing NAFDAC Information Labels on Sachet water

Variables	Seldom		Sometimes		Always		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Age								
16-25yrs	15	13.2	66	13.8	22	13.5	103	13.5
25-34yrs	63	55.3	254	52.9	60	35.5	377	49.4
35-44yrs	16	14.0	45	9.4	14	8.3	75	9.8
45-54yrs	7	6.1	44	9.2	30	17.8	81	10.6
55-64yrs	9	7.9	49	10.2	27	16.0	85	11.1
64+	4	3.5	22	4.6	16	9.5	42	5.5
Total	114	100.0	480	100.0	169	100.0	763	100.0
	Chi-square=42.129, df=12, p=.000							
Sex								
Male	55	48.2	274	57.1	95	56.2	424	55.6
Female	59	51.8	206	42.9	74	43.8	339	44.4
Total	114	100.0	480	100.0	169	100.0	763	100.0
	Chi-square=13.691, df=4, p=.008							
Education								
No Education	11	9.7	65	13.6	41	24.3	117	15.4
Primary	13	11.4	45	9.4	30	17.8	88	11.5
Secondary	30	26.3	131	27.3	51	30.2	212	27.8
Tertiary	60	52.6	239	49.8	47	27.8	346	45.3
Total	114	100.0	480	100.0	169	100.0	763	100.0
	Chi-square=35.451, df=8, p=.000							
Income								
<N7500	30	26.3	144	30.0	53	31.4	227	29.8
N7,501-N17,500	28	24.6	96	20.0	36	21.3	160	21.0
N17,501-N27,500	11	9.6	48	10.0	14	8.3	73	9.6

N27,501- N37,500	8	7.0	29	6.0	19	11.2	56	7.3
N37,501 +	37	69.4	163	34.0	47	27.8	247	32.3
Total	114	100.0	480	100.0	169	100.0	763	100.0
	Chi-square=15.387, df=10, p=.119							

The table above shows the relationship between selected socio- demographic variables and the sample's practice of observing labels on sachet water. Data on chi-square test of association between age and practice of observing NAFDAC information labels on sachet water showed that there was a significant relationship (.000) existing between them. However, a closer look at the percentage distribution revealed that respondents within ages 25 and 34 years 'always' observed NAFDAC information on packaged water. This was followed by middle aged respondents (46-55 years) that always practice observing information labels on the selected products (17.8 percent). Respondents within retirement age came next on the distribution as they constituted 16.0 percent. Respondent aged 24 years and below were the next on the distribution as data revealed that 13.0 percent of the respondents 'always' observed NAFDAC information labels on sachet water. Old respondents (65 years and above) were the least on the table. This is because 9.5 percent of the age distribution 'always' observed NAFDAC information labels on sachet water. This is interesting based on the fact they are expected to be more concerned about what they consumed considering their old age. However this finding may indicate that very old people may no longer be as concerned about what they consumed compared with respondents in their middle years.

On respondents' sex and their practice of observing NAFDAC information labels on sachet water, chi-square test of association showed that there was no association between both variables (.008). This might be an indication that both sexes were concerned about their health as shown on the relationship between sex and practice of observing NAFDAC labels on bread. In a further breakdown of the result, the percentage distribution showed that males (56.2 percent) 'always' observed information labels than females (43.8 percent). As noted on the presentation on NAFDAC information labels on bread discussed earlier, this results also contradicts the findings of other scholars that females tend to have greater concern about food choices especially when health conditions are included (Bogue and Ryan 2000, Beadworth, 2002, Empacher, 2002; Noble, 2003).

Furthermore, a significant relationship existed between respondents' educational level and their practice of observing NAFDAC information label on bread (.000). This finding on sachet water may not neatly fit with Hawkins and Best's (1984) argument that, as education increases, preference for consumption changes. This is because respondents with one form of tertiary education always observed NAFDAC information label (45.3 percent) on sachet water than secondary school certificate holders (30.2 percent). Respondents with primary education were the next on the percentage distribution table as 17.8 percent were 'always' observing labels on products. Data on income and practice revealed that there was no significant association between respondents' income and their

practice of observing NAFDAC information labels on sachet water (.119). The respondents appeared to be observing labels on sachet water irrespective of their income. However a closer look at the information labels above further revealed that low income earners (N7, 500.00 and below) were always observing NAFDAC information labels on sachet water (31.4 percent) than other groups. This was followed by respondents earning N35, 001.00 and above per month constituting 27.8 percent. Respondents earning between N25, 001 and N25, 000.00 were 11.2 percent, while the least respondents on the table observing labels on sachet water constituted 8.3 percent.

Test of Hypotheses

The section attempts to discuss the hypotheses tested in this study. Each of the hypotheses was using Pearson chi-square statistical methods of analysis. They are presented below.

Table 8 Test of Association on the Influence of Family members on the Attitude and Practice of observing NAFDAC Information Labels on Bread

Attitude	Do you seek information from your family members regarding labels on bread?					
Bread	Yes		No		Total	
Positive	249	53.2	219	46.8	468	100.0
Indifferent	133	45.1	162	54.9	295	100.0
Total	382	50.1	381	49.9	763	100.0
Chi-square= 4.826. df= 2, p=.090						
Water	Yes		No		Total	
Positive	272	58.1	196	41.9	468	100.0
Indifferent	131	44.4	164	55.6	295	100.0
Total	403	52.8	360	47.2	763	100.0
Chi-square= 14.081. df= 2, p= .001						
Practice	Do you seek information from your family members regarding labels on bread?					
Bread	Yes		No		Total	
Low	43	70.5	18	29.5	61	100.0
Moderate	341	62.3	206	37.7	547	100.0
High	84	54.2	71	45.8	155	100.0
Total	468	61.3	295	38.7	763	100.0
Chi-square= 7.055. df= 4, p=.133						
Water	Yes		No		Total	
Low	76	66.7	38	27.2	114	100.0
Moderate	302	62.9	178	37.1	480	100.0
High	90	53.3	79	46.7	169	100.0
Total	468	61.3	295	38.7	763	100.0

Chi-square= 6.836. df= 4, p= .145		
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Hypothesis I: *The influence of family members has a significant relationship with the attitude and practice of observing NAFDAC information labels on bread.*

This hypothesis aimed at understanding the statistical relationship between significant others and the attitude and practice of observing information labels on bread and sachet water. Significant others in this study include friends, relations, siblings and other individuals that may influence the behaviour of the respondents within their family network. Chi-square result revealed that no significant association existed between these variables (.090).

For information labels on sachet water, significant others like parents and siblings influenced the consumers' attitude in relation to labels on sachet water. This may be an indication that attitude of the respondents regarding bread may not be as a result of the influence of family members. As observed earlier, attitude formation regarding bread may be based on respondents checking the texture, observing who the producer is; whether reliable or not and through religious means. All these issues may have informed their attitude regarding bread labels. However, a significant relationship existed between significant others and labels on sachet water. Respondents' attitude appeared to be influenced by opinions of their family members regarding NAFDAC labels on sachet water. Several factors may have been responsible for this finding considering the product concerned. This might suggest that formation of an opinion regarding sachet water might not be the same as bread, but on the same note, it is evident that attitudes of the people are usually difficult to explain (Bluemer, 1969).

On the association between the influence of significant others and practice of observing labels on bread, data revealed that no significant association existed between them (0.133). In other words, family members to an extent may not play significant roles in the practice of observing labels on bread. This may not be surprising considering the findings on test of association between significant others and attitude which was not significant. Since family members played no active role in attitude formation, their influence may not be strongly felt in eventual practice of observing NAFDAC labels on bread. However, it is surprising that in spite of the significant relationship existing between significant others and attitude regarding sachet water, findings revealed that no significant relationship existed between significant others and practice of observing NAFDAC information label on sachet water. It appears that respondents would not take into consideration the opinions of their relations when it comes to observing labels on sachet water at the point of purchase.

The dimensions of the complexities of attitude studies are unique and interesting based on the complex nature of human beings as several factors could influence their behaviours at any given time (Bluemer, 1969). However, the assertion of Schaffer (2002) that family members, to a great extent play significant roles in consumer behaviour may not neatly fit in with this finding.

TABLE 9: Summary of Distribution of Respondents' Level of Observing NAFDAC Information Labels on Selected Products.

Bread			
Level of observing information labels	FREQUENCY	STD. DEVIATION	N
Seldom	13.8197	2.1871	61
Sometimes	23.28888	3.2447	547
Always	32.8645	2.9212	155
TOTAL	24.4771	5.8362	763
Sachet Water			
Level of observing information labels	FREQUENCY	STD DEVIATION	
Seldom	14.1053	1.8738	114
Sometimes	22.5333	3.3256	480
Always	32.7515	2.8656	169
TOTAL	23.5374	6.4852	763

The table above explains a summary of level of observing NAFDAC information labels on the selected products. Table above showed that majority of the respondents observed the information label on bread before purchase. As regards sachet water, the data also revealed that majority of the respondents sometimes observed NAFDAC information labels before purchase. From this, it is evident that majority of the respondents in this study sometimes observed NAFDAC information labels on bread and sachet water respectively. However it is important to note that despite this, some of the respondents did not believe in NAFDAC labels as reflected in the IDI responses. Their beliefs are a reflection of culture, religion and peers. IDI further explains this as captured below:

Look, let me tell you, dirty water can't kill, prayer works better than physical strength/abilities. Do you think I have time for all these things just because I want to drink water and you expect me to go through all these stress? Our forefathers never died of water problem, look I am a son of an African, I am not 'butter boy' the heat I have inside me will kill any germ. (IDI, MALE, Ado Ekiti).

Conclusion

The study revealed that consumers' knowledge of NAFDAC labels on products have not translated to a regular practise of NAFDAC labels hence the challenges experienced by the consumers. The study recommended that efforts should be made by the agency to change the practise of the consumers positively through labelling that incorporates the social and cultural dynamics of the country. This will go a long way in ensuring that urban residents and entire Nigerians remain healthy.

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