

# Socioeconomic Determinants of Fast Food Vending in Nnewi Metropolis, Anambra State, Nigeria

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## ABSTRACT

This study on the socioeconomic determinants of fast food vending in Nnewi metropolitan city, Anambra State, Nigeria specifically established the socioeconomic characteristics of fast food vendors, various fast food vending prevalence in the study area, profitability of fast food vending, socioeconomic characteristics of fast food vendors that influences net return and constraints to fast food vendors in the study area. Simple random techniques were used to select 120 vendors for the study. Findings from socioeconomic characteristics shows that majority of the vendors/marketers are within the age limit of 40-49 years. Findings from various fast food marketing prevalence in the study area shows that fried Akara and palp had (29.16%) which stands to be the highest fast food vending in the study area. Finding from estimated monthly profitability of fast food marketing shows that the transaction generated a gross margin of N1,720,909.83.00, net marketing income of N1,515,369.83 and net return on investment of 0.37. The implication of the net return on investment is that the marketers return 37 kobo for every 1 Naira invested in the business. Finding from influence of socioeconomic characteristics on net marketing income of fast food vending shows that out of the nine predictors included in the model, only four

were significant namely gender, household, source of finance and marketing experience. Finding from constraints shows that that expensive tax (several collection from government) (M= 3.05) was perceived as the most serious challenge in fast food vending in the study area. Too much collection from government and its agency should be addressed by government and relevant stake holders and government should formulate a program to train these vendors to align to world class vending were recommended.

**Keywords:** Fast-food, determinants, vending, marketing, profitability.

## INTRODUCTION

Fast food refers to food that is quick to prepare and serve which acts as an alternative to home cooked food and is popularly used in restaurants, hotels, and fast-food centers. The fast-food industry, which can be processed quickly and eaten anytime and anywhere, has become increasingly important (Lui, Sun and Wang, 2022). Fast food features prominently in the diets of people globally, with many people in both developed and developing countries consuming it on a daily basis (Searing, 2018 and Li et al, 2022). According to Association of Fast Food Confectioners of Nigeria (AFFCON), an umbrella body of Quick Service Restaurants (QSR) in

Nigeria, in 2016, food industry was estimated to worth over a trillion Naira, with the fast food segment gulping over N250 billion, with expectation of increasing in the future. Mr. Biggs was the first major entrant and it started out as an in-house office kitchen service to organization whose work schedule gives little or no time to go out for lunch. But the demand for its products soon sent it into the open market where it remains a strong player among many others (Bose 2011, Mathias and David 2015). Fast food is very important in Nigeria because of relative low nature of earnings by Nigerian consumers. Olise, Okoli & Ekeke (2015) maintained that food businesses can be seen in every part of Nigeria especially in South-East. Fast food vending has impacted positively on sustainable life in the area through being a source of employment and provision of essential services to the dwellers. (Edeme and Nkaku 2018). In terms of positive implications, the operation of fast food industry across the world can be understood as driving increased revenues in the global service sector.

## MATERIAL AND METHODS

The Study was conducted in Nnewi North Local Government Area, Anambra State. Nnewi is a metropolitan city that is made up of four autonomous communities, namely Otolu, Uruagu, Umudim and Nnewichi. It has a population of 241,713 inhabitants and land square of 2,789 Km<sup>2</sup> with latitude 6000 60, 00N and longitude 6054, 59, 900E. Nnewi is the second largest city in Anambra state and is referred to as the Japan of Africa due to the presence of several large and small scaled industries, automobile and production company and automobile market. It is widely circulated that Nnewi metropolis houses over 2 million people (Nkamigbo, Chikezie and Ozor, 2019). The rainy season occurs from the month of March to October, the dry season occurs from the month of November to February. The annual rainfall ranges from 1400mm in the North to 2500mm in the South with temperatures of 25°C to 35°C. The main

occupation of the people of Nnewi North Local Government Area (L.G.A) is trading and farming, therefore they depend mainly on Agriculture and commerce for their daily livelihood. Most of the prime cash crops produced include; oil palm, raffia palm, groundnut, melon, cotton, cocoa, rubber, maize etc. food crops such as yam, cassava, cocoyam, bread fruit, three-leaf yam etc. Industrial activities in Nnewi have indeed brought massive development into the city. Thus there are many schools, banks, shopping malls, restaurants and eateries, residential apartments for rent and so many more investments being situated in Nnewi today. The population of the study involves all the fast food vendors in Nnewi North Local Government Area of Anambra State. The Population of Study consisted of 30 marketers from 4 major markets (Nkwo Nnewi, Eke-Amaobi, Ori-Agbo and Afia-Okpunoegbu) in Nnewi North from the list of fast food vendors gotten from the LGA making 120 respondents. Descriptive statistics such as tables, means, percentages and frequency, enterprise budgeting, multiple regression and relative importance index were used to achieve the objectives.

### Model specification

**The Budgetary Technique is expressed as:**

$$NER = \sum Py_i Y_i - (\sum Px_{ij} X_{ij} + \sum F_{ij})$$

Where  $\sum$  = sum

$Py_i Y_i$  = unit price  $\times$  quantity of  $i$ th respondents sales = Total revenue (TR) for  $i$ th respondent.

$Px_{ij} X_{ij}$  = Prices  $\times$  quantities of  $i$ th respondents variable inputs = total variable cost (TVC) for  $j$ th respondent.

$F_{ij}$  = Depreciation values of equipment, annual rent for store, interest on loan, for  $j$ th respondents = Total fixed cost (TFC) for  $j$ th respondent.

$TC$  = Total cost (TVC + TFC).

### Marketing Efficiency

The marketing efficiency of fast food vending was achieved using Shepherd-Futrell technique which is considered an

accurate measure of marketing efficiency. Coefficient of marketing efficiency is the ratio of total cost of marketing to total revenue expressed in percentage term. It is specified as:  $ME =$

Where:

ME = Coefficient of marketing efficiency

TC = Total marketing cost incurred

The model was used to measure the influence of socioeconomic characteristics on net marketing income of marketers (multiple regression model). Socioeconomic factors were as follows:

NMI=Net Marketing Income ‘

AGE= Age in years

GEN = Gender (dummy: male =0; female = 1)

MRS = Marital status

EDU = Educational level

SOF = Source of finance

HOS = Household size (number of persons living together)

TOU = Membership of trade union (dummy: member =0, non-member = 1)

EXP = Marketing experience

MKS = Marketing cost

e = Stochastic error term.

It is implicitly represented below as

$NMI = \beta (AGE1, GEN2, MRS3, EDU4, SOF5, HOS6, TOU7, EXP8, MKS9, e1)$

Four functional forms of the regression models (linear, exponential, semi-log and double log) will be used and the model that best fit will be adopted as the lead model.

#### Acronyms:

NMI= Net marketing income

The explicit versions of the functional forms are stated as:

Linear form:

$NMI = \beta_0 + \beta_1AGE1 + \beta_2GEN 2 + \beta_3MRS3 + \beta_4EDU4 + \beta_5SOF5 + \beta_6HOS6 + \beta_7TOU7 + \beta_8EXP8 + \beta_9 MKC9 + e1$

+Semi Log form

$NMISN = \beta_0 + \beta_1\log AGE1 + \beta_2\log GEN2 + \beta_3\log MAS3 + \beta_4EDU4 + \beta_5SOF5 + \beta_6HOS6 + \beta_7TOU7 + \beta_8EXP8 + \beta_9MKS9 + e1$

Double Log form:

$\log NMISN = \beta_0 + \beta_1\log AGE1 + \beta_2\log GEN2 + \beta_3\log MAS3 + \beta_4\log EDU4 + \beta_5\log SOF5 + \beta_6\log HOS6 + \beta_7\log TOU7 + \beta_8\log EXP8 + \beta_9\log MKC9 + e1$

Exponential form:

$\log NMISN = \beta_0 + \beta_1AGE1 + \beta_2GEN2 + \beta_3MRS3 + \beta_4EDU4 + \beta_5SOF5 + \beta_6HOS6 + \beta_7TOU7 + \beta_8EXP8 + \beta_9MKS9 + e1.$

#### The Budgetary Technique is expressed as:

$NER = \sum PyxiYi - (\sum PxiXij + \sum Fij)$

Where  $\sum =$ sum

$PyiYi =$  unit price  $\times$  quantity of ith respondents sales = Total Revenue (TR) for ith respondent.

$PxiXij =$  Prices  $\times$  quantities of ith respondents variable inputs= total variable cost (TVC) for jth respondent.

$Fij =$  Depreciation values of equipment, annual rent for store, interest on loan, for jth respondents = Total fixed cost (TFC) for jth respondent.

TC = Total cost (TVC + TFC).

#### Constraints to mobile food vendor marketing

The respondents were asked to rate the problems they encounter in ginger marketing from a list of problems compiled by the researcher. The relative importance index was used to determine the degree of importance of the problem as follows:

very important = 4, important = 3, moderately important = 2, not important = 1.

Cut-off-point =

The responses on constraints to ginger marketing will be disaggregated as follows:

RII =

Where:

RII = Relative importance index

W = Weighting given to each factor by the marketers (ranging from 1-4)

A = Is the highest weight

N = Is the total number of marketers.

To make inferential statement, the mean score was compared with the critical mean, 2.5. If the calculated mean of a problem is greater than the standard critical value, then

the problem is regarded as very serious, otherwise the problem is not serious.

## RESULTS AND DISCUSSION

### Socioeconomic Characteristics of fast food vending

Socioeconomic characteristics of fast food vending are presented in Table 1. The Table indicates that majority of the marketers are within the age limit of 40-49 years (48.33%). This implies that the marketers are middle age and relatively young people. Most of these fast food vendors moves around but majority prefer to stay around parks, markets and busy streets. This is in tandem with Isibor and Nkamigbo (2023) who reported that turmeric marketers were relatively young and energetic marketers. The finding on gender reveals that female (81.66%) are more in fast food vending. This implies that the enterprise is gender based in the study area. This is in agreement with Nkamigbo, Isibor, Obiekwe and Udemba (2023) who reported gender sensitive in garden egg leaf marketing in the study area. This varies with the report of Ekeke, Isibor and Nkamigbo (2021) who reported male dominance in socioeconomic determinants of farmers using social network in advancing agribusiness in Anambra State. Findings from educational status revealed that majority of the marketers had one level of education or other thus making the study area a very vibrant economic hub center for business

activity. Majority of the marketers (89%) had spent 7-12 years in school; thus they can easily read and write and can also adapt to changes in marketing processes. The result of marital status revealed that majority of the marketers (65%) were married. This gives the married an edge as their children are mostly used in advancing the course of their enterprise. This is in agreement with Isibor, Nkamigbo and Ekeke (2021). From the result majority of the marketers kick started their enterprise with personal savings (56.65%) because a little amount of money can bring one into hawking or selling on a spot or combined, only few kick start their enterprise with help from friends and relative (32.50%). The result revealed a household size of 5-8 persons living and eating from same source had a percentage of (45.00%). Majority of the marketers (90.08%) belongs to their trade union (Isusu union) where they practice Isusu for their personal welfare and interest. This according to them serves as an umbrella protection for their members and also as a welfare to carter for their own in case of any eventuality. Marketing experience revealed that 62.4% of the vendors have spent between 6-10 years in the enterprise. This proves that many who entered the enterprise finds it difficult to stay away from it. The monthly income as reveals that those who make between N20,000.00-80,000.00 had a percentage of 81.66%.

**Table. 1: Socioeconomic characteristics of fast food vendors marketers**

VARIABLES	FREQUENCY	PERCENTAGES
<b>Age</b>		
20-29	07	5.80
30-39	13	10.83
40-49	58	48.33
50-59	27	22.50
60 and above	15	12.5
Total	120	100
<b>Gender</b>		
Male	22	18.33
Female	98	81.66
Total	120	100
<b>Marital Status</b>		
Single	31	25.83
Married	78	65.00
Widow/Divorced	11	9.166
Total	120	100

<b>Educational Status</b>		
0-6	22	18.33
7-12	89	74.16
13-18	09	7.50
Total	120	100
<b>Source of Finance</b>		
Personal savings	68	56.66
Friends and relatives	39	32.50
Cooperatives/Isusu	13	10.83
Banks		-
Total	120	100
<b>Household Size</b>		
1-4	47	39.16
5-8	54	45.00
9 and above	19	15.83
Total	100	100
<b>Trade Union</b>		
Member	109	90.8
Non Member	11	9.16
Total	120	100
<b>Market Experience</b>		
1-5	45	37.5
6-10	75	62.4
10 and Above		
Total	120	100
<b>Monthly income</b>		
20,000- 80,0000	98	81.66
80,000 and above	22	18.33
Total	120	100

Source, field survey, 2023.

### Various fast food vending prevalence in the study area

Various fast food vending prevalence in the study area is shown in Table.2. From the result, fried Akara and palp (29.16%) which stands to be the highest fast food vending in the study area. This is as a result of the nature of the food as many of the sellers have joint where people assemble to enjoy themselves with the delicacy mostly in the morning and evening. Also on sit- at home day when all businesses are put on hold you see Akara joints bubbling as most people gather there to eat and enjoy themselves and crack jokes. Children and teenagers are seen hawking Akara at busy streets and markets. This is followed by Noodles with fried eggs (24.16%). Noodles is becoming popular in Nigeria fast food knowing that they are cheaper, satisfies hunger and very easy to cook. Almost all the motor parks and nook and cranny of the study are full of

this enticing fast food because it doesn't need much capital to kick off. Another important fast food in the study area is fried yam/potato/plantain with egg, stew or palp (19.16%). Afternoon and evening is always a very busy time for this fast food and it attracts a lot of customers who prefer it for lunch or in between meal for themselves and children. Fresh roasted/boiled corn (13.33%) is now becoming a source of momentary job for young school leavers and students due to its seasonal, profit and customers it attracts. Tea and coffee with bread (9.16%) Is gradually gaining ground in the study area as you see most of the sellers in the morning hawking the product in the markets and customers takes it for agile-nest and as a fun in the morning to begin their day. African salad and Abacha mmiri (5.00%) is equally gaining ground in the study area. It is a delicious fast food capable of quenching hunger.

**Table 2: Various fast food marketing prevalence in the study area.**

VARIABLES	FREQUENCY	PERCENTAGES %
Tee/coffee and bread	11	9.16
Fried Akara (Bean cake) with palp (Akamu)	35	29.16
Noodles with fried egg	29	24.16
Abacha (African salad) with gbumo, fish. Abacha mmiri with coconut or palm kernel	06	5.00
Fresh/roasted/boiled corn with local pears/ coconut	16	13.33
Fried yam/potato/plantain with egg, stew or palp	23	19.16
Total	120	100

Field survey, 2023.

### Estimated monthly profitability of fast food marketing

The enterprise budgeting analysis was used to estimate the monthly profitability of fast food vending marketing in the study area as shown in Table.3. Result of the analysis indicating total cost (TC), Total Revenue (TR), Total Variable Cost (TVC), Total Fixed Cost (TFC), Gross Margin (GM), Net marketing Income (NMI) and Net Return on Investment (NROI) is presented in Table 3. It could be seen from that out of the total cost of N4,004,130.16 spent by the marketers, purchases constituted 88.71% while the least expenses were miscellaneous cost (1.29%). This is in agreement with Nkamigbo, Ugwumba and Okeke (2019) who reported that purchase of stock is the most important cost in watermelon marketing in their study area. From the above stock purchase is the most important

cost in the enterprise of fast food vending while miscellaneous cost is the least cost spent by the marketers.

On profitability of fast food vending, after spending a total variable cost N3,798,590.15 and a total cost of N4,004,130.16 the marketers realized the sum of N5,519,500. This transaction generated a gross margin of N1,720,909.83.00, net marketing income of N1,515,369.83 and net return on investment of 0.37. The implication of the net return on investment is that the marketers return 37 kobo for every 1 Naira invested in the business. This agrees with Nkamigbo, Isibor, Obiekwe and Adejoh (2024) who reported 76k for mobile food vending in their study area. Overall, the profitability indicators (gross margin, net marketing income and net return on investment) showed that fast food vending marketing is a profitable venture in the study area.

**Table 3. Estimated Monthly Profitability Of Fast Food Marketing**

VARIABLE	Frequency	Percentage %
TOTAL REVENUE (TR)	5,519,500	
VARIABLE COST (VC)		
Purchases	3,369,800	88.71
Transportation	133,439.16	3.51
Loading and off loading	168,078.33	4.42
Cooking utensils	78,230	2.06
Miscellaneous costs (water, nylon bag, take away plate, spoon recharge card, tarpaulin)	49,042.66	1.29
TOTAL VARIABLE COST (TVC)	3,798,590.15	100
FIXED COST (FC)		
Monthly shop rent and ground levy	175,020.00	
Depreciation on equipment	13,008.33	
Interest on loan	17,511.66	
TOTAL FIXED COST (TFC)	205,539.99	
TOTAL COST TC=TVC+TFC	4,004,130.16	
GROSS MARGIN: TR-TVC	1,720,909.83	
Net marketing income NMI: GM-TFC	1,515,369.83	
Return on investment: TR/TC	1.37	
Net return on investment NMI/TC	0.37	
Gross ratio: TC/TR	0.72	
Marketing efficiency: TC/TR*100/1	72.00	

Source, Field survey, 2023.

**Influence Of Socioeconomic Characteristics On Net Marketing Income Of Fast Food Vending**

Table 4 shows the outputs of the four functional forms of regression model for predictors of fast food vending marketing. The result indicated that output of the Double log form gave the best result in terms of number of significant predictors, signs and sizes of predictors as well as the values of F-statistic, R2, R2 Adjusted and was chosen as the lead equation. Out of the nine predictors included in the model, only four were significant namely gender, household, source of finance and marketing experience others were not significant. The coefficient of gender had positive coefficient but negative significant effect on the net marketing income at 10% level of probability. This implies that gender plays a role in fast food vending marketing with a higher presence of male marketers

dominating the market. It is considered by most people that fast food vending is mainly for male folks who derives joy in the enterprise and it readily serves as a means of survival welfare for their family. The coefficient of household size was positively related to the net marketing income and had a significant effect at 1% level of probability. This suggests that as the vendors household increases, their income from fast food vending sales also increases. The coefficient of marital status was positively related to the net marketing income and had a significant effect at 5% level of probability. This implies that the family members will serve as a tool of improvement and advancement for the enterprise. The coefficient of marketing experience was positively related to the net marketing income and had a significant effect at 1% level of probability.

**Influence of Socioeconomic Characteristics On Net Marketing Income Of Fast Food Marketing**

Predictor	Linear	Semi log	Exponential	Double log
CONSTANT	-31.562 (0.000)	-1170(0.000)	2.01(0.000)	5.62(0.63)
AGE	1.64(0.06)	0.17(0.76)	-0.047(0.11)	0.01(1.50)
GEN	-0.61(0.67) *	-2.65(0.50)	0.03(1.61) *	9.36 (1.75) ***
MRS	5.52(0.02)	11.23(0.04) *	=	11.23(2.50) **
EDU	7.65(0.12)	12.32(0.08)	0.04(0.23)	0.000567(0.09)
SOF	5.49(0.38) ***	1.11(0.67)	1.01(0.22)	0.04(0.17)
HOS	-164(0.06) *	0.000567(0.09)	0.04(0.17)	4.123(1.85) *
TOU	0.011(0.32)	5.02(0.02) ***	0.003(0.37) **	0.007965(1.43)
EXP	0.03(0.28)	0.023(0.42)	0.15(1.97)	1011(1.11)
MKS	9.36 (0.000)	4.123(0.43) *	-4.23(0.45)	0.00064(2.75) ***
R <sup>2</sup>	56.0	39.0	41.0	60.0
ADJ. R <sup>2</sup>	0.48	0.61	0.57	0.51
ROOT	33.69	31.90	30.09	33.98

Key Note: \* = significant at p<0.10, \*\*= significant at p<0.05, \*\*\* = significant at p<0.01. Figures in () are T ratios. Source, field survey, 2023.

**Constraints to fast food vendor marketing**

The constraints associated with fast food vending in the study area were shown in Table 5. The findings show that expensive tax (several collection from government) (M= 3.05) was perceived as the most serious challenge in fast food vending in the study area. The level of collection by both the state, local government and other bodies is seriously affecting the enterprise as a result

of that most of the fast food vendors are located to the visible areas. Another major constraints associated with the enterprise is destruction of structures by government (M=.3.00). This has adversely affected their bossiness as government considers some of the structures as illegal and without government approved plan. Unexpected rise in prices of food stuff (M= 2.70) is becoming a normal and national issue which is affecting the mobile food vendors not to

have a steady price for their services. This reduces the number of their customers as they are most of embarrassed with changes in the services rendered by the enterprise. Lack of understanding customers (M=2.60) is another constraints of importance. Most people that patronize these vendors look down on them. Too much rain during rainy

season (M=2.50) is affecting the progress of the enterprise. during the rainy season sometimes the rain not stop for them to sell or may affect the customers from coming out to patronize them. Sit at home palaver (M=2.30) and Patronage by low and average people (M=1.95) are constraints of low importance.

**Table 5: Constraints To Fast Food Vendor Marketing**

<b>Constraint</b>	<b>Mean</b>	<b>Rank</b>
Lack of understanding customers	2.61	4th
Sit at home palaver	2.30	6th
Too much rain during rainy season	2.50	5th
Unexpected rise in prices of food stuff	2.70	3rd
Destruction of structures by government	3.00	2nd
Patronage by low and average people	1.95	7th
Expensive tax (several collection from government)	3.05	1st

**Source: Field Survey; 2023.**

## **SUMMARY**

Findings from socioeconomic characteristics shows that majority of the marketers are middle age and relatively young people. Various fast food marketing prevalence in the study area shows that fried Akara and palp had (29.16%) which stands to be the highest fast food vending in the study area. The estimated monthly profitability of fast food marketing shows that profitability of fast food vending, after spending a total variable cost N3,798,590.15 and a total cost of N4,004,130.16 the marketers realized the sum of N5,519,500. This transaction generated a gross margin of N1,720,909.83.00, net marketing income of N1,515,369.83 and net return on investment of 0.37. The implication of the net return on investment is that the marketers return 37 kobo for every 1 Naira invested in the business. Finding from influence of socioeconomic characteristics on net marketing income of fast food vending shows that out of the nine predictors included in the model, only four were significant namely gender, household, source of finance and marketing experience others were not significant. The constraints shows that expensive tax (several collection from government) (M= 3.05) was perceived

as the most serious challenge in fast food vending in the study area.

## **CONCLUSION**

Fast food vending given the positive values of gross margin, marketing efficiency and prevalence various route is a profitable enterprise. The level of profitability will increase if measures are taking to address the constraints identified in the study area.

## **RECOMMENDATION**

- i. Government and stake holders should encourage the vendors to register with ministry of environment who should monitor their activities to avoid food poisoning.
- ii. Too much collection from government and its agency from fast food marketers should be addressed by government and relevant stake holders.
- iii. Government should formulate a programs to train these fast food vendors to come to world class vending business in food marketing.

### **Declaration by Authors**

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