

Exploring Community Perceptions and Behaviors Regarding Purchase and Consumption of Diverse, Nutritious Foods in Northern Nigeria.

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Overview

- Research questions
- Study setting and respondents
- Study methodology
- Findings
- Next steps



Research Questions and Study Purpose

Objective

This study aims to understand **community perceptions (attitudes and beliefs) and behaviors related to the consumption and purchase of diverse, nutritious foods (in particular, the selected value chains)** in order to generate demand for the selected value chains.

Demand Generation

Data driven marketing strategy focused on driving awareness of and interest in safe, nutritious diets or nutrient-rich foods, with the ultimate goal of developing improved nutrition outcomes. It uses research to bring the consumer perspective to the forefront and uses the consumer's point of view to define the need and consequently the marketing and media mix that can be used to respond to it.

Moringa Production Program, Nigeria,
2012.



Photo Credit: Richard Jacquot, USAID

Nutrition Context in Nigeria

Acute malnutrition remains a life threatening and silent emergency in children under five years of age in Nigeria. It is a condition characterised by a very low weight for height (below -3 z scores of the median WHO growth standards) or and mid upper arm circumference (MUAC) of less than 115mm which is recognizable by visible severe wasting / with or without the presence of bilateral oedema. In developing countries including Nigeria, where malnutrition is common, the number of severe acute malnutrition cases has been reported to be beyond inpatient treatment capacity.



Research Questions and Study Purpose

Guiding research questions

1. What are consumers' **perceptions, beliefs, and attitudes** related to the selected value chains?
2. What are the **key factors** influencing the **purchase** of these foods
 - Does **intra household decision making** serve as a barrier (or motivator) to purchase of promoted foods?
3. What are the **key factors** influencing the **consumption** of these foods?
 - Does **food preparation, intrahousehold decision making**, and/or **consumer value** impact consumption of promoted foods?

selected value chains for promotion

1. Dark green leafy vegetables: **moringa and spinach**
2. Animal source foods: **fish and eggs**
3. Legumes: **groundnut and soybean**
4. Bio-fortified foods: **orange flesh sweet potato**

Study Setting and Respondents

Northern Nigeria

- **Kebbi State**

Birnin Kebbi (LGA): Birnin Kebb and Makera Communities

Arewa (LGA): Kangiwa and Amagoro Communities

- **Sokoto State**

Sokoto North (LGA): Kasuwar Daji and Tsohuwar Communities

Tambuwal (LGA): Tambuwal and Dogon Daji Communities

- **Bauchi State**

Bauchi (LGA): Muda Lawal and Mararraban Liman Katagun Communities

Ningi (LGA): Ningi, and Gadar Maiwa Communities

study participants and recruiting

- Female caregivers of young children, vulnerable to wasting, living in rural areas
- Male caregivers of young children, vulnerable to wasting, living in rural areas

Participants were recruited through the local government nutrition focal person, working through the health center.

Methodology

Focus Group Discussions

- Groups of 10 participants per discussion group
- Disaggregated by sex: female FGDs and male FGDs
- Main study audience were female caregivers, 120 women across the three states participated in the FGDs
- The secondary study audience were male caregivers, 60 men across the three states participated in the FGDs

Kebbi State

- 40 women (4 FGDs)
- 20 men (2 FGDs)
- **60 total men and women** participated in FGDs in 6 separate FGDs.

Sokoto State

- 40 women (4 FGDs)
- 20 men (2 FGDs)
- **60 total men and women** participated in FGDs in 6 separate FGDs.

Bauchi State

- 40 women (4 FGDs)
- 20 men (2 FGDs)
- **60 total men and women** participated in FGDs in 6 separate FGDs.

Methodology

Study Instrument

- Focus Discussion Group Guide: both male and female versions were developed by USAID Advancing Nutrition and pretested and validated by the lead consultant and enumerators (of which there were three: 2 females and 1 male).
- The study instrument was informed by the stakeholder workshop.
- The study was used to validate the findings from the stakeholder workshop.
- The FGD Guide consisted of 5 main sections

*Stakeholder Workshop Factors
Impacting Consumption and Purchase of
Selected Value Chains*

**Desirability, Consumer Value,
Food Preparation, and Decision
Making**

**Getting to Know your
Respondents Beyond Nutrition**

**Understanding Eating Habits and
Willingness to Try New Foods**

**Understanding Decision Making
Processes**

**Exploring Factors From the
Stakeholder Consultation**

**Community Norms Surrounding
Food Purchase and Consumption**

Findings

Key factors influencing the **purchase** of the selected food value chains:

- Personal preference
- Quantity
- Cultural background
- Taste and flavor
- Income/price/cost
- Familiarity
- Availability

Moringa Production Program in Nigeria



Photo Credit: Johs Pierce, USAID

USAID ADVANCING NUTRITION

The Agency's Flagship Multi-Sectoral Nutrition Project

Findings

Key factors influencing the **consumption** of the selected food value chains:

- Health and nutrition
- Price of food/cost to family
- Convenience level
- Personal taste preferences
- Social influence
- Availability



Table 1. Overview of Findings Relating to the Prioritized Foods in the Study Area

Description	Moringa/Spinach	Eggs and Fish	Soya Bean and Groundnut	OFSP
Self-reported consumption practices	Consumed by all respondents	Consumed by most of the respondents, frequency varies though	Consumed almost daily by most of the respondents	Consumed rarely
Perceived availability	Slightly less available in Bauchi, but overall fairly accessible to all respondents	Readily available across all locations in the study area	Readily available across all locations in the study area	Not readily available and respondents do not know where to find it
Perceived desirability	Varying responses around desirability. Some just use for tea, others add to mixed foods, overall seen as a desirable food	Highly desirable foods but are often unaffordable	Desirable and regularly consumed foods	Varying responses around desirability. Most are unfamiliar with it and therefore do not find it desirable
Perceived nutritional value	The nutritional value is known by many of the respondents	The nutritional value is known by many of the respondents	The nutritional value is well-known by many of the respondents	The nutritional value is not well-known by the respondents
Perceived affordability	Affordable	Not affordable for many of the respondents	Affordable	Affordable when available

What did we do?

- Identified and collaborated with private sector entities to strengthen state-level food systems and enhance access to safe, nutritious foods.
- Organized linkage meetings between farmers and suppliers of high-quality biofortified seeds and seedlings, agrochemicals, and fertilizers across Bauchi, Kebbi and Sokoto. The is aimed at providing the continued access to the famers t o these inputs



What did we do?

- Conducted series of capacity strengthening events on the design of evidenced-based social behaviour change (SBC) campaigns and development of communication materials.
 - Understanding a step-by step approach of how designing evidence-based behaviour change campaigns and development of appropriate campaign communication materials and messages.
 - Participants from each state comprised of:
 - Civil society partners involved in nutrition programming
 - Local stakeholders – religious and community leaders
 - State Government partners (Health, Education and Agriculture)
 - Implementing partners (Breakthrough Action and IHP)
 - Selected caregivers (mothers and fathers) 18 years and above with children 6-59 months old



What we achieved under SBC

- Build the capacity of USAID Advancing Nutrition project partners on the design of evidenced-based behavior change campaigns to promote the selected food value chains.
- To have refined SBC designs/strategies and communication materials that can be used in future programming to generate consumer demand for nutritious food value chains.



Poster

- Sanin muhimmancin sinadarin vitamin A da ke cikin dankali mai ruwan lemu (mai ruwan kwai/ dorowa/karas)



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