

DEMAND ANALYSIS OF TRADITIONALLY PROCESSED DAIRY PRODUCTS (GHEE AND SOUR MILK) IN SOKOTO METROPOLIS, SOKOTO STATE, NIGERIA.

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ABSTRACT

This study, analyzed the determinants of the demand for nono (sour milk) and manshanu (ghee) in Sokoto metropolis as well as calculated their income elasticity of demand. The metropolis was grouped into four clusters, namely; Sokoto main, GRAs, Resident community and Peri-urban whereby 160, 100, 90 and 150 respondents were respectively selected on a random basis. Data were collected with the aid of a structured food frequency questionnaire (FFQ). Descriptive, Tobit and Log-Log regression models were used in the analysis of the data. The results showed that the demand for sour milk was positively determined by age, marital status and household size while ethnicity and location variables were negatively related to its consumption. As for ghee, the positive consumption determinants were marital status, household size, location and income level, while ethnicity and education variables were the negative determinants. The income elasticity of demand for sour milk is negative and less than one which implies that it is an inferior good. While for ghee the results showed it to be positive but less than one, which means the good is income inelastic. It is hereby recommended that policies that will promote modern processing and packaging of these traditional dairy products should be put in place so as to encourage the uptake of this category of dairy products by the general populace.

Keywords: Demand, Sour milk, Ghee, Sokoto metropolis, Tobit, Log-Log.