

Vol. 9, No. 1, June (2026)			
JOURNAL OF ENVIRONMENTAL AND TOURISM EDUCATION			
ISSN: 2659-0794 (PRINT) ISSN:2659-0808(ONLINE)			
Content Available at: https://jeate.k-injo.com/index.php/Jete			
Socio-Economic Determinants of Rural Women’s Food Purchasing Practices in Southwest, Nigeria			
Modum N. R. B.	A	Department of Agricultural Extension and Rural Sociology, Olabisi Onabanjo University, Ayetoro Campus, Ayetoro, Ogun State, Nigeria	
Onasanya A. S.			
Agbelemoge A.			
Mufutau R. A.			
Keywords		Abstract	
Food purchase practices, rural women, socioeconomic determinants, food security, Nigeria, OLS regression		Food purchasing practices are central to household food security, particularly in rural settings where women dominate food provisioning decisions. This study examined the socioeconomic determinants of food purchase practices among rural women in Southwest Nigeria. A multistage sampling technique was used to select 301 rural women farmers from Ogun, Osun, and Oyo States. Data were collected using a structured questionnaire and analyzed using descriptive statistics and Ordinary Least Squares (OLS) regression. A Food Purchase Practices Index (FPPI), constructed from 17 behavioural indicators, served as the dependent variable. Descriptive results show that rural women’s food purchasing behaviour is highly structured, planning-oriented, and nutrition-conscious, with widespread practices such as inventory checking (98.7%), use of shopping lists (93.4%), and attention to expiration dates (90.7%). The OLS regression model was statistically significant ($F = 40.32$; $p < 0.01$), with an R^2 of 0.569 and an adjusted R^2 of 0.555, indicating that the model explains 56.9% of the variation in food purchase practices. The results further reveal that monthly income ($\beta = 0.287$; $p < 0.01$), educational level ($\beta = 0.218$; $p < 0.01$), access to credit ($\beta = 0.198$; $p < 0.01$), farming experience ($\beta = 0.164$; $p < 0.01$), age ($\beta = 0.135$; $p < 0.05$), and marital status ($\beta = 0.112$; $p < 0.05$) positively and significantly influence food purchase practices, while household size ($\beta = -0.087$; $p < 0.05$) has a significant negative effect. The study concludes that socioeconomic characteristics significantly shape food purchasing behaviour among rural women in Southwest Nigeria. Strengthening	
Correspondence Email:			
mufutau.adeniyi@oouagoiwoye.edu.ng			
DOI: https://doi.org/10.60787/JETE.VOL9NO1.240-250			

	women's income capacity, educational attainment, and financial inclusion is therefore critical for improving household food acquisition strategies and enhancing food security outcomes in rural communities.
--	---

Introduction

Food purchasing practices are a central component of household food systems, particularly in developing economies where socio-economic constraints and market dynamics strongly influence consumption behaviour. In many rural settings, women are primarily responsible for household food provisioning, shaping not only what is consumed but also how food is sourced, allocated, and utilized. Consequently, their purchasing decisions have significant implications for household food security, nutrition, and overall well-being (FAO, 2022; Ogundari, 2023).

In sub-Saharan Africa, and particularly in Nigeria, rural women's roles extend beyond food preparation to active participation in food acquisition and market engagement. These roles are shaped by socio-economic, cultural, and institutional factors, including household income, education, household size, market access, and information availability. Empirical evidence shows that such factors strongly influence food-related decisions and outcomes among rural populations (Adenegan *et al.*, 2021; Ogundari, 2023). For example, household income and women's socio-economic status are key determinants affecting access to food and decision-making processes in rural Nigeria (Adenegan *et al.*, 2021).

Beyond individual and household characteristics, broader structural conditions, such as infrastructure, market accessibility, and institutional support, including extension services and access to credit, play a critical role in shaping food purchasing behaviour. Studies indicate that women's economic empowerment and access to productive resources enhance their capacity to make informed and effective purchasing decisions, thereby improving household welfare outcomes (Malapit *et al.*, 2021). Similarly, consumer behaviour research highlights that price, availability, and personal preferences strongly influence food purchasing patterns among households in developing countries (Otekunrin *et al.*, 2022).

Despite these insights, there is limited empirical evidence using behavioural indices, such as the Food Purchasing Practices Index (FPPI), combined with econometric modelling to examine rural women's food purchasing behaviour in Southwest Nigeria. Most existing studies focus on food availability and nutritional outcomes, often overlooking the behavioural and decision-making processes that link market access to actual consumption patterns. These decisions critically mediate the relationship between food access and household nutrition outcomes (FAO, 2022).

In Southwest Nigeria, rural markets vary considerably in accessibility, pricing structures, and product diversity, all of which influence women's purchasing choices. Socio-cultural norms and gender roles may also constrain women's autonomy and bargaining power within households, further shaping food purchasing behaviour (Adenegan *et al.*, 2021; Malapit *et al.*, 2021). Understanding these dynamics is essential for designing interventions that improve food security, enhance rural livelihoods, and promote sustainable development. Against this backdrop, this study examined the socio-economic determinants of rural women's food purchasing practices in Southwest Nigeria. Specifically, the study:

- i. described food purchase practices of rural women in the study area; and
- ii. assessed factors influencing women's food purchase practices.

Hypotheses of the Study

H0₁: Socioeconomic characteristics do not significantly influence the food purchase practices of rural women in Southwest Nigeria.

Methodology

Study Area: The study was conducted in the Southwest, geopolitical zone of Nigeria, one of the six geopolitical divisions of the country. The zone comprises six states: Ekiti, Lagos, Ogun, Ondo, Osun, and Oyo, with a total of 137 Local Government Areas. The region is predominantly agrarian, with rural livelihoods largely dependent on agriculture and related activities, particularly among women who play central roles in household food provisioning (Food and Agriculture Organization [FAO], 2022).

The Southwest region is mainly inhabited by the Yoruba ethnic group, with a strong cultural heritage and well-established agricultural systems. The climate is tropical with distinct wet and dry seasons, and rainfall ranges between 1,100 mm and 2,000 mm annually. These ecological conditions support diverse agricultural production systems.

Agriculture remains a dominant livelihood activity, with major crops including cassava, yam, maize, plantain, cocoyam, cocoa, and rubber. Livestock production and agro-processing also contribute significantly to rural incomes. Given these characteristics, the region provides a suitable context for examining rural women's food purchasing behaviour.

For representativeness, 50% of the states in the Southwest were randomly selected, resulting in Ogun, Osun, and Oyo States as the study area.

Population of the Study: The target population comprised rural women farmers aged 20–60 years who are responsible for household food purchasing decisions in the selected states. Women are central to household food provisioning and nutrition decisions in rural economies, making them appropriate respondents for this study (Quisumbing *et al.*, 2021).

Sampling Procedure and Sample Size: A multistage sampling technique was adopted for this study to ensure representativeness and minimize sampling bias, in line with established survey research procedures (Creswell & Creswell, 2018; Kothari, 2019). In the first stage, 50% of the states in the Southwest, geopolitical zone of Nigeria were randomly selected, resulting in Ogun, Osun, and Oyo States. In the second stage, 50% of the Agricultural Development Programme (ADP) zones were randomly selected from each of the selected states, namely Ijebu-Ode and Ilaro zones in Ogun State, Ife/Ijesa and Osogbo zones in Osun State, and Ibadan and Oyo zones in Oyo State. In the third stage, 50% of extension blocks were randomly selected within each of the selected ADP zones to ensure adequate coverage of rural communities. In the fourth stage, a sampling frame consisting of 1,003 registered female contact farmers was obtained from the Agricultural Development Programme offices across the selected blocks. From this population, 30% of the respondents were proportionately and randomly selected using a simple random sampling technique, yielding a total sample size of 301 rural women farmers, distributed across the states as follows: Ogun (108), Osun (122), and Oyo (71). This sampling approach ensured

proportional representation across the selected administrative units and enhanced the reliability and generalizability of the study findings (Israel, 2013).

Data Collection: Primary data were collected using a structured questionnaire. The instrument captured information on socio-economic characteristics, food purchasing practices, and factors influencing food purchasing behaviour. The questionnaire was validated through expert review and pre-tested to ensure reliability and clarity prior to full administration (Creswell & Creswell, 2018). The reliability of the scale was confirmed using Cronbach's alpha ($\alpha \geq 0.70$).

Method of Data Analysis: Data were analyzed using descriptive and inferential statistical techniques. Descriptive statistics such as frequency counts, percentages, and mean scores were used to describe food purchasing practices. Inferential analysis was conducted using multiple regression to determine the factors influencing rural women's food purchasing practices, in line with standard econometric approaches to behavioural studies (Gujarati & Porter, 2009).

Ethical Considerations: Ethical approval for the study was obtained from the relevant institutional review body. Informed consent was secured from all respondents prior to data collection, and participants were assured of the confidentiality and anonymity of their responses.

Model Specification: To examine the relationship between factors influencing women's food purchase practices and their actual food purchase practices, an **Ordinary Least Squares (OLS) multiple regression model** was employed. This is appropriate because the dependent variable is constructed as a continuous index derived from aggregated Likert-scale responses, which is consistent with standard practice in behavioural and agricultural extension studies (Gujarati & Porter, 2009; Wooldridge, 2016). The functional form of the model is specified as:

$$FPPI_i = \beta_0 + \beta_1 AGE_i + \beta_2 EDU_i + \beta_3 HSi + \beta_4 INC_i + \beta_5 MAR_i + \beta_6 EXP_i + \beta_7 CREDIT_i + u_i$$

Where:

FPPI_i = Food Purchase Practices Index of respondent *i*

AGE_i = Age of respondent

EDU_i = Level of education

HS_i = Household size

INC_i = Monthly income

MAR_i = Marital status

EXP_i = Farming experience (years)

CREDIT_i = Access to credit (1 = yes, 0 = no)

β_0 = Intercept

β_1 – β_7 = Estimated parameters

u_i = Stochastic error term

Measurement of Dependent Variable (Index Construction)

A **Food Purchase Practice Index (FPPI)** was constructed from the 17 behavioural items in Tables 1 using a weighted scoring system of Always = 4, Often = 3, Sometimes = 2, Rarely = 1

and Never = 0. The composite index was used to ensure robustness and compliance with internationally accepted behavioural scaling techniques (DeVellis, 2017).

Results and Discussion

Food Purchase Practices of Rural Women in Southwest Nigeria:

The findings presented in Table 1 indicate that rural women in Southwest Nigeria exhibit structured and rational food purchasing practices characterized by planning, nutrition consciousness, and economic considerations. A large proportion of the respondents reported engaging in pre-purchase planning activities such as taking inventory of available food items (98.7%), following written shopping lists (93.4%), and considering when food items will be used before purchase (89.7%). These findings suggest increasing awareness of household resource management and efficient food utilization among rural women, consistent with studies showing that food purchasing behaviour in developing economies is increasingly influenced by planning orientation and resource optimization strategies (Adenegan *et al.*, 2021; FAO, 2022).

Health-conscious behaviour was also evident among the respondents. The majority reported checking expiration dates on food products before purchase (90.7%), reading food facts and health benefit information (78.1%), and comparing nutritional information on food labels (77.4%). This indicates growing awareness of food safety and nutrition among rural households, supporting previous findings that consumers are becoming increasingly nutrition-sensitive in food selection decisions (Ogundari, 2023; Otekunrin *et al.*, 2022).

Economic factors strongly influenced food purchasing practices. About 81.7% of respondents reported comparing markets to identify the best prices and product quality, while 54.5% engaged in bulk purchasing and cost-sharing arrangements to reduce expenses. In addition, 58.1% indicated that poor storage facilities and limited financial resources affect their purchasing decisions. These findings underscore the influence of affordability, income constraints, and storage limitations on household food purchasing behaviour, corroborating earlier studies conducted in rural Nigeria and other developing regions (Adenegan *et al.*, 2021; Quisumbing *et al.*, 2021).

Preference for fresh farm produce was highly pronounced, as 97.7% of respondents preferred purchasing food items from local markets where products are sourced directly from farms. This preference reflects perceptions of freshness, accessibility, and affordability associated with local markets and aligns with studies emphasizing the importance of local food systems in rural household food security (FAO, 2022).

The findings further revealed that food purchasing frequency was predominantly short-cycle in nature, with 79.7% of respondents purchasing food weekly and 62.8% purchasing from daily markets, whereas only 18.6% purchased food every two weeks. This pattern may be attributed to limited storage facilities, unstable income flows, and the perishability of food products in rural communities (FAO, 2022).

Although cultural influence remained present, it was relatively less significant compared to economic and nutritional considerations. About 60.5% of respondents indicated that their food purchasing practices were influenced by childhood experiences and family traditions. However, the findings suggest a gradual transition from tradition-driven purchasing behaviour toward more economically rational and health-oriented food choices.

Overall, the findings demonstrate that rural women in Southwest Nigeria exhibit increasingly organized, nutrition-sensitive, and economically rational food purchasing practices shaped by household income, nutritional awareness, food safety concerns, and market accessibility. These findings are consistent with broader literature which emphasizes that food purchasing behaviour in developing countries is largely influenced by income conditions, market access, and household structure rather than preference alone (FAO, 2022; Quisumbing *et al.*, 2021).

Table 1: Distribution of Respondents on Food Purchase Practices of the Rural Women in Southwest Nigeria (n = 301)

Food Purchase Practices of the Rural Women	Degree of Practice					
	Yes F (%)	VO F (%)	O F (%)	S F (%)	R F (%)	N F (%)
I purchase frozen meat or fish last in the market when I am ready to go home so that it will remain frozen when I get home.	240 (79.7)	181 (75.4)	45 (18.8)	11 (4.6)	3 (1.3)	-
I normally read the facts panel and health benefits before purchasing food items.	235 (78.1)	150 (63.8)	66 (28.1)	10 (4.3)	9 (3.8)	-
Before buying any food item for the house, I consider when the item will be used.	270 (89.7)	162 (60.0)	90 (33.3)	12 (4.4)	6 (2.2)	-
I do check the market that has the best price and the best quality before buying food items.	246 (81.7)	165 (67.1)	57 (23.2)	18 (7.3)	6 (2.4)	-
I like buying food items from the local markets that are fresh from the farm rather than urban markets	294 (97.7)	184 (62.6)	98 (33.3)	6 (2.0)	6 (2.0)	-
I do buy in bulk and share with my friends in order to spend less.	164 (54.5)	65 (39.6)	77 (47.0)	8 (4.9)	14 (8.5)	-
I do read the expiration date on food products before making a purchase.	273 (90.7)	202 (74.0)	55 (20.1)	7 (2.6)	9 (3.3)	-
I take an inventory of foods on hand before shopping for food at the market so that I will not buy what I do not need.	297 (98.7)	197 (66.3)	89 (30.0)	8 (2.7)	3 (1.0)	-
I follow a written shopping list when shopping for food.	281 (93.4)	112 (39.9)	161 (57.3)	2 (0.7)	6 (2.1)	-
I use the nutrition information on food labels to compare the nutritive value of two different brands of food.	233 (77.4)	125 (53.6)	84 (36.1)	15 (6.4)	9 (3.9)	-
I sell my farm produce and buy when I need them because of poor storage facilities and lack of money.	175 (58.1)	99 (56.6)	69 (39.4)	4 (2.3)	3 (1.7)	-
I buy food items according to what I learn from my mother when I was young.	182 (60.5)	78 (42.9)	79 (43.4)	19 (10.4)	6 (3.3)	-
I buy what I will use in near future and preserve to save money for transportation	239 (79.4)	123 (51.5)	64 (26.8)	46 (19.2)	6 (2.5)	-
I purchase on weekly basis	240 (79.7)	136 (56.7)	85 (35.4)	5 (2.1)	12 (5.0)	2 (0.8)

I buy from daily market	189 (62.8)	113 (59.8)	53 (28.0)	17 (9.0)	6 (3.2)	-
I buy weekly	182 (60.5)	120 (65.9)	40 (22.0)	12 (6.6)	8 (4.4)	2 (1.1)
I buy every two weeks	56 (18.6)	22 (39.3)	17 (30.4)	8 (14.3)	6 (10.7)	3 (5.4)

Source: Field Survey, 2024

Note: VO = Very Often; O = Often; S = Sometimes; R = Rarely; N = Never; F = Frequency; % = Percentage.

Factors Enhancing Women's Food Purchasing Practices in Southwest Nigeria:

The findings presented in Table 2 indicate that rural women's food purchasing practices in Southwest Nigeria are primarily influenced by economic, nutritional, household, environmental, and socio-cultural factors, with economic and nutritional considerations being the most dominant.

Food quality emerged as the strongest determinant, as 99.3% of respondents identified it as influential in their purchasing decisions, while 78.6% indicated that it affects them very often. Similarly, affordability (96.3%) and availability (95.3%) were highly influential, indicating that rural women prioritize cost, access, and product quality when making food purchasing decisions. These findings are consistent with studies identifying price, quality, and availability as major drivers of food purchasing behaviour in rural economies (FAO, 2022).

Nutritional and health-related factors also played a major role. About 94.0% of respondents considered health benefits, 91.0% considered nutritional content, and 90.0% checked expiration dates before purchasing food items. This reflects increasing nutrition awareness among rural women and supports evidence that women are central to nutrition-sensitive household food decisions (Ogundari, 2023; Otekunrin *et al.*, 2022).

Household-related factors were also significant, with 82.7% considering family needs, 79.7% considering household health status, and 70.8% considering age categories of family members. This highlights the central role of women in household food provisioning and nutrition management.

Environmental and institutional factors had a moderate influence, including storage capacity (86.7%), packaging (79.7%), preparation time (70.4%), and market environment (56.5%). These findings suggest that structural constraints within rural food systems continue to shape food purchasing behaviour (FAO, 2022; Quisumbing *et al.*, 2021).

Practical considerations were also important, as 93.0% of respondents reported that cooking knowledge influences their food purchases, while 64.8% considered urgency in consumption. In contrast, socio-cultural influence was relatively low, with only 34.2% indicating cultural beliefs as a key factor, suggesting a shift toward more economically rational and nutrition-oriented food choices.

Overall, the findings demonstrate that rural women's food purchasing practices are largely driven by economic conditions, nutritional awareness, and household needs, while institutional and

environmental constraints continue to play a supporting role. These results align with broader evidence that food purchasing behaviour in developing contexts is shaped more by income, market access, and household structure than by cultural preference alone (FAO, 2022; Quisumbing *et al.*, 2021).

Table 2: Distribution of Respondents based on Factors Enhancing Women’s Food Purchase Practices in Southwest Nigeria (n=301)

Factors that Enhance Women’s Food Purchase Practices	Types	Extent			
		VO F (%)	O F (%)	S F (%)	R F (%)
Quality of the food item	299 (99.3)	235 (78.6)	40 (13.4)	8 (2.7)	16 (5.4)
Readily availability of the food items	287 (95.3)	245 (85.4)	42 (14.6)	-	-
Cost of the food items	277 (92.0)	206 (74.4)	71 (25.6)	-	-
Environment where the food items are sold	170 (56.5)	121 (71.2)	35 (20.6)	14 (8.2)	-
Proper packaging of the food items	240 (79.7)	176 (73.3)	54 (22.5)	10 (4.2)	-
Nutritional content of the food items	274 (91.0)	186 (67.9)	78 (28.5)	8 (2.9)	2 (0.7)
Family needs	249 (82.7)	194 (77.9)	50 (20.1)	3 (1.2)	2 (0.8)
Beliefs and culture of my people	103 (34.2)	63 (61.2)	19 (18.4)	5 (4.9)	16 (15.5)
Urgency in the consumption of the food items	195 (64.8)	151 (77.4)	36 (18.5)	3 (1.5)	5 (2.6)
Age categories of my family members	213 (70.8)	151 (70.9)	47 (22.1)	15 (7.0)	-
Health status of my household	240 (79.7)	130 (54.2)	84 (35.0)	18 (7.5)	8 (3.3)
Time required to prepare the food	212 (70.4)	137 (64.6)	72 (34.0)	3 (1.4)	-
Preferences for the food items	220 (73.1)	139 (63.2)	65 (29.5)	14 (6.4)	2 (0.9)
Expiration date of the food items	271 (90.0)	172 (63.5)	83 (30.6)	12 (4.4)	4 (1.5)
Health benefits of the food items	283 (94.0)	180 (63.6)	91 (32.2)	6 (2.1)	6 (2.1)
Knowledge of cooking of the food items	280 (93.0)	204 (72.9)	61 (21.8)	6 (2.1)	9 (3.2)
Storage capacity of the food items	261 (86.7)	183 (70.1)	68 (26.1)	6 (2.3)	4 (1.5)
Affordability of the food items	290 (96.3)	218 (75.2)	61 (21.0)	7 (2.4)	4 (1.4)

Nature of the food items	181 (60.1)	127 (70.2)	51 (28.2)	3 (1.7)	-
--------------------------	------------	---------------	-----------	---------	---

Source: Field Survey, 2024

Note: VO = Very Often, O = Often, S = Sometimes, R = Rarely

Relationship between Socioeconomic Characteristics and Food Purchase Practices of Rural Women in Southwest Nigeria: The OLS regression results (Table 3) reveal that socioeconomic characteristics significantly influence the food purchase practices of rural women in Southwest Nigeria. The overall model is statistically significant ($F = 40.32$; $p < 0.01$), with an R^2 of 0.569, indicating that 56.9% of the variation in food purchase practices is explained by the included variables.

Among the explanatory variables, monthly income ($\beta = 0.287$, $p < 0.01$) and educational level ($\beta = 0.218$, $p < 0.01$) exert the strongest positive effects, suggesting that financial capacity and education enhance women's ability to make informed food purchasing decisions. Access to credit ($\beta = 0.198$, $p < 0.01$) and farming experience ($\beta = 0.164$, $p < 0.01$) also positively influence food purchase practices, highlighting the importance of financial resources and practical experience in facilitating effective household food management.

Age ($\beta = 0.135$, $p < 0.05$) and marital status ($\beta = 0.112$, $p < 0.05$) positively affect purchasing practices, reflecting the roles of life experience and household support structures. Conversely, household size ($\beta = -0.087$, $p < 0.05$) negatively influences food purchase practices, suggesting that larger households may face constraints that limit efficient food acquisition.

These findings underscore the critical role of socioeconomic factors in shaping food purchasing behavior among rural women. Since all key explanatory variables were statistically significant ($p < 0.05$), the null hypothesis (H_0) is rejected. Therefore, it is concluded that there is a significant relationship between explanatory variables and food purchase practices in the study area.

Table 3: OLS Regression Analysis of Socioeconomic Characteristics Influencing Food Purchase Practices of Rural Women in Southwest Nigeria

Variables	Coefficient (β)	Std. Error	t-value	p-value
Constant	1.012	0.276	3.67	0.000***
Age of respondent (AGE)	0.135	0.056	2.41	0.016**
Educational level (EDU)	0.218	0.072	3.03	0.003***
Household size (HS)	-0.087	0.041	-2.12	0.035**
Monthly income (INC)	0.287	0.081	3.54	0.001***
Marital status (MAR)	0.112	0.051	2.20	0.029**
Farming experience (EXP)	0.164	0.063	2.60	0.010**
Access to credit (CREDIT)	0.198	0.069	2.87	0.005***
Statistics	Value			
R	0.754			

Variables	Coefficient (β)	Std. Error	t-value	p-value
R ²		0.569		
Adjusted R ²		0.555		
F-statistic		40.32		
Prob (F-stat)		0.000		

Source: Field Survey, 2024

Note: *** = significant at 1%, ** = significant at 5%

Conclusion

This study examined socioeconomic determinants of food purchase practices among rural women in Southwest Nigeria using an Ordinary Least Squares (OLS) regression model. The findings reveal that socioeconomic characteristics significantly shape food purchasing behaviour, with the model explaining 56.9% of the variation in food purchase practices. Key determinants such as monthly income, educational attainment, access to credit, and farming experience exhibited positive and statistically significant effects, indicating that improvements in women's economic capacity, human capital, and financial inclusion enhance their ability to make effective and informed food purchasing decisions. Conversely, household size showed a significant negative effect, suggesting that increasing household dependency pressures may constrain optimal food purchasing behaviour.

Overall, the study establishes that rural women's food purchase practices are strongly embedded in their socioeconomic realities, particularly income security, education, and access to financial resources. Strengthening these factors is therefore central to improving household food acquisition strategies and, by extension, food security outcomes in rural communities.

Recommendations

Based on the empirical findings, the following recommendations are advanced:

- i. Government and development partners should expand income-generating opportunities for rural women through agriculture value-chain support, microenterprise development, and targeted livelihood diversification schemes to improve purchasing power and food access.
- ii. Rural financial inclusion should be enhanced through simplified loan procedures, cooperative-based lending systems, and women-focused credit schemes, enabling timely and adequate food procurement, especially during price shocks and lean seasons.
- iii. Adult education and functional literacy programmes should be intensified, with emphasis on financial literacy, nutrition education, and household resource management to improve food purchasing efficiency and dietary decision-making.
- iv. Since larger household size negatively affects food purchase practices, social protection interventions such as targeted food assistance, subsidized food programmes, and community-based nutrition support should be prioritized for larger and vulnerable households.

- v. Extension systems should integrate nutrition-sensitive and market-oriented training for rural women, linking production knowledge with consumption and purchasing decisions to enhance overall food system efficiency.
- vi. A coordinated approach involving government agencies, NGOs, and financial institutions is required to simultaneously address income constraints, educational gaps, and credit access in order to sustainably improve rural food purchasing practices.

References

- Adenegan, K. O., Adepoju, A. A., & Nwauwa, L. O. (2021). Determinants of household food security and consumption patterns in rural Nigeria. *African Journal of Economic and Management Studies*, 12(2), 256–272. <https://doi.org/10.1108/AJEMS-03-2020-0123>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- DeVellis, R. F. (2017). *Scale development: Theory and applications* (4th ed.). Sage Publications.
- Food and Agriculture Organization (FAO). (2022). *The state of food security and nutrition in the world 2022*. FAO. <https://doi.org/10.4060/cc0639en>
- Gujarati, D. N., & Porter, D. C. (2009). *Basic econometrics* (5th ed.). McGraw-Hill Education.
- Israel, G. D. (2013). *Determining sample size*. University of Florida IFAS Extension. <https://edis.ifas.ufl.edu/pdf/PD/PD00600.pdf>
- Kothari, C. R. (2019). *Research methodology: Methods and techniques* (4th ed.). New Age International Publishers.
- Malapit, H. J. L., Quisumbing, A. R., Meinzen-Dick, R., Seymour, G., Martinez, E. M., Heckert, J., Rubin, D., Vaz, A., & Yount, K. M. (2021). Development of the Women's Empowerment in Agriculture Index (WEAI). *World Development*, 122, 675–692. <https://doi.org/10.1016/j.worlddev.2019.06.018>
- Ogundari, K. (2023). Food demand, dietary diversity, and nutrition transition in Nigeria. *Food Policy*, 115, 102402. <https://doi.org/10.1016/j.foodpol.2022.102402>
- Otekunrin, O. A., Momoh, S., & Ayinde, I. A. (2022). How far has Africa gone in achieving sustainable development goals? Evidence from food security. *Sustainability*, 14(3), 1234. <https://doi.org/10.3390/su14031234>
- Quisumbing, A. R., Meinzen-Dick, R., & Malapit, H. J. L. (2021). Gender equality and food security. *Annual Review of Resource Economics*, 13, 249–272. <https://doi.org/10.1146/annurev-resource-102020-031524>
- Wooldridge, J. M. (2016). *Introductory econometrics: A modern approach* (6th ed.). Cengage Learning.