

Culture-Mediated Factors and Self-Esteem in Fast Food Consumption among Young Nigerian Adults

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Abstract. Over the years, researchers have investigated different factors that influence consumers' choice preferences and consumer decisions. Like such previous studies, this study was designed to examine the influence of cultural factors and consumer self-esteem on the consumption of fast foods among young adult consumers in Nigeria. One hundred and seventy-five respondents (108 males and 67 females) drawn from different departments and faculties of three Universities in Central Nigeria were used for the study. Age ranges of participants were 18 – 45 years. Majority of the participants (93.7%) were Christians, 5.2% were Muslims and 1.1% practice the African Traditional Religion (ATR). Forty-two point nine percent (42.9%) of the participants perceived that cultural factors have no significant influence on their choice preferences including their consumption preferences while 57.1% perceived that cultural factors have significant influence on their consumption preferences. Thirty-five point four percent (35.4%) exhibited low self-esteem while 64.6% exhibited high self-esteem, respectively. Three hypotheses were tested in the study and one was supported while two were not. The result showed a significant influence of cultural factors on the consumption of fast foods $F(1, 171) = -9.17, P < 0.05$; but indicated that a consumer's self-esteem does not have significant influence on his/her preference for fast foods within the population that was studied $F(1, 171) = 1.38, P > 0.05$. The result further revealed that there is no significant interaction effects of culture and consumer self-esteem on increased

chances of fast foods consumption by young adult Nigerians $F(1, 171) = 2.43, P > 0.05$. These results were discussed in line with the findings of the study and recommendations were made.

Keywords: Culture-mediated factors, self-esteem, fast foods, Nigerians

1. Introduction

Food is an essential ingredient for all living organisms including human beings. Food ranks second in importance after water for the survival of human, animal and plant life. Since his existence on earth, man has survived through the ages by eating and feeding on different kinds of food ranging from fruits and berries through carbohydrates, fats and proteins to vegetables and minerals as well as spices to nourish his body. Food consumption is therefore as old as man himself. Olutayo and Akanle (2009) assert that 'food' is a collective term for the end products that consumers eat or drink. Food is not merely the collection of inputs to satisfy man's nutritional needs, but also possesses a multi-dimensional set of consumer-satisfying attributes such as taste, appearance, security, convenience and quality (Mustapha, Fakokunde & Awolusi, 2014).

The consumption of fast foods in particular is not new to Nigerians. For example, suya (roasted meat), akara (fried bean cake), massa (fried corn cake), and roasted plantain, local

corn custard (akamu or kwokwo), fried yam and roasted corn are age-old foods in many Nigerian towns and cities. Serving of these traditional foods and snacks to those on transit such as school children, youths and working adults is indeed, a glaring feature of the Nigerian traditional fast foods and snacks market. The Nigerian university environments are not left out of such features as vendors of different kinds of fast foods can be noticed hanging around the campuses waiting for students, staff and visitors to patronize them.

According to Ariyo (2005) and Olutayo and Akanle (2009), fast food is the term given to any food that can be prepared and served very quickly within the shortest possible time; therefore, any meal with short preparation time can be considered to be a “fast food”. Typically, the term fast food also refers to food sold in restaurants or stores with pre-heated or pre-cooked ingredients and served to the consumer either in plate or in package form as take-away or take-out (Fakokunde, 2011; Mustapha, Fakokunde & Awolusi, 2014).

The National Population Commission Report (2006) posits that Nigeria has one of the fastest growing populations in the world and for the fact that most Nigerians have chosen to settle in very crowded cities to take advantage of white-collar jobs, the time to prepare home-cooked meals has become more demanding and indeed lacking. More so, with more women joining the workforce, this has resulted to a change in their social role of cooking for the family. Many urban dwellers including working-class ladies have therefore, resulted to eating most of their meals outside the home. In order to meet the demands of this challenge, many small traditional restaurants known as “bukkas” and “Mamma put” have sprang up and mushroomed all across Nigerian cities to serve the growing population of individuals demanding such “fast foods” that are usually cheap and affordable.

More recently too, modern Nigerian fast food restaurants such as Mr Bigs, Tantalizers, Juice and Griullet, Net Café, Southern Fried and Shawama/Burger Spot, etc have also sprang up to cater for more up-market consumers with

Western taste unlike the “bukkas and Mamma put” mostly road-side restaurants that tend to vary in size, quality, hygiene/sanitary condition and service. Mustapha, et al (2014) further submitted that the concept of modern fast food retailing and restaurant started in Nigeria about 35 years ago by the United African Company (UAC), from the coffee shops of its Kingsway Stores, which were later transformed into Kingsway Rendezvous. Since then, a number of fast food restaurants have proliferated in different towns and cities to include the following Tastee Fried, Sweet Sensation, Tetraddin and Chicken Republic. Others are Chicken Lovers, Chicken Licking, Mama Cass, Captain cook, Chicken Palace and Spices, among many others whose names are not mentioned here (Mustapha et al, 2014).

From the above information, it is clear that various sizes, types and kinds of outfits exist for the purpose of retailing fast foods. These range from carts, wagons, stands, Kiosks to restaurants and modern day fast foods retail outlets, better known as Quick Service Restaurants (QSR) (Mustapha et al, 2014). The fast food industry can thus, be divided into two; the formal sector and the informal sector. The formal fast food industry consists of the newly emerging organized and registered outlets of different sizes providing large scale standardized eat-in and take-away service to consumers. The informal sector (Olutayo & Akanle, 2009), consists of numerous usually unregistered small traditional operators and restaurants providing un-standardized fast but casual services to consumers.

Modern fast food restaurants place more emphasis on cleanliness, hygiene and comfort. In such restaurants, care is taken in food preparation, handling and the dining environment which are usually air-conditioned and spaciouly furnished with comfortable seating and digital television. Modern restaurants exclusively serve Western snacks and fast foods such as meat pie, burgers, fries, ice cream, chips and assorted drinks with some traditional dishes (Olutayo & Akanle, 2009; Arulogun & Owolabi, 2011; Davis & Carpenter, 2009).

Based on the above mentioned developments, the concept of fast food consumption has recently expanded to schools including the universities and other higher institutions of learning in Nigeria and elsewhere (Arulogun & Owolabi, 2011; Davis & Carpenter, 2009, Olutayo & Akanle, 2009); making many young people to believe that the day is not complete without observing the “daily ritual” of visiting a fast food joint or purchasing one fast food brand for consumption. Arulogun and Owolabi (2011) further concluded that, the consumption of fast foods has gradually become a common lifestyle in Nigeria especially in urban areas and among students and young people in spite of the associated adverse health consequences.

Many factors are responsible for the consumption of fast foods especially among students and young people in general. However, only few Nigerian researchers and social scientists have paid adequate attention to the factors that motivate people to consume fast foods despite their associated health consequences. This has made Arulogun and Awolabi to submit that Nigerian undergraduates’ pattern of consumption of fast foods and their perception of this practice as a risk factor for non-communicable diseases (NCD) have not been fully explored. In order to explore some of these factors to add to the inadequate primary data in this area of research in Nigeria, this particular study investigated the influence of cultural factors and consumer’s self-esteem on the consumption of fast foods among young Nigerians.

The study was necessary in view of the fact that fast foods have recently come under heavy criticisms over concerns ranging from claims of negative health effects and erosion and degradation of cultural values which results from shifts in individuals’ traditional consumption pattern in favour of such foods. The criticisms have come especially from agencies such as the Food Institute Report, the National Agency for Foods and Drug Administration (NAFDAC), Standard Organization of Nigeria (SON), the Customs, and the Ministry of Health particularly over issues of unhygienic preparation, caloric and cholesterol contents of the foods, their transportation and portion sizes and indeed

sometimes health hazards caused by the products’ overstay in the cold room in their country of manufacture (Arulogun & Owolabi, 2011; Hofstede, 2000; Olutayo & Akanle, 2009). The critics further affirm poor infrastructures, lack of basic public utilities and inadequate processing facilities as some of the problems of the modern fast food providers especially in developing countries such as Nigeria.

Although modern fast foods such as indomie, meat pie, fried or cream rice, imported frozen foods and burgers are consumed, they have also been criticized for taking away traditional cultural family values with attendant health problems including obesity (Davis & Carpenter, 2009; Omeri & Frempong, 2015). The critics also observed that, the over reliance on fast foods has further resulted to a coated food economy dominated by giant corporations (Olutayo & Akanle, 2009). Fast foods are cheap, affordable, and easily accessible which has caused most young consumers to gravitate towards consuming them. For example, students on most Nigerian campuses have made indomie noodles an ultimate daily menu because of the ease of its preparation. Indomie and other fast foods have influenced the life styles and consumption habits of young adults, making many Nigerian students to be less preparing their own foods (Olutayo & Akanle, 2009). More so, due to our daily tied schedules and hassles, most individuals have always had little or no time to prepare home meals, less desire to cook, or even lack the patience to stay longer in the kitchen to prepare their own traditional foods; and so they find themselves accessing nearby fast food spots and restaurants which indicates a poor state of their self-esteem (Davis & Carpenter, 2009) and drifting away from their traditional menu.

The issue of young people’s over reliance on the consumption of fast foods in most parts of the world including Nigeria, has become a serious issue of concern in public and cultural domains, and a topic of psychological research in other parts of the world (Al-Faris, Al-Tamimi, Al-Jobair & Al-Shwaiyat, 2015; Das, 2015; Davis & Carpenter, 2009; Gilbert, Veloutsou, Goode & Moutinho, 2004); but not so much a concern in Nigeria and among Nigerian social scientists and

researchers (Olutayo & Akanle, 2009). This might perhaps not be unconnected to the problem of food security/scarcity and malnutrition which is generally a problem in Sub-Saharan Africa (Duncan, 1977), that has made social scientists and other stakeholders in this part of the world to feel that 'fast foods' are useful compliments in balancing the short-fall.

Research evidences reveal that few studies have been conducted on the consumption of fast foods in Nigeria in particular and Africa in general (Olutayo & Akanle, 2009; Omeri & Frempong, 2015; Otenmuyiwa & Adewusi, 2012). Some of these studies (Olutayo & Akanle, 2009) have observed that, the consumption of fast foods has social, cultural and health implications to young adults, especially young Nigerian women. Culturally, the consumption of ready-made modern fast foods has deprived youngest Nigerian women from gaining necessary knowledge of preparing other traditional African menu which a typical African/Nigerian lady is supposed to understand. More so, their inability to prepare other traditional African dishes in favour of fast foods, can cause them marital conflicts with their male spouses in particular, and other members of the family, when such ladies eventually get married. These indeed, are some of the socio-cultural problems of the consumption of fast foods.

According to Otemuyiwa and Adewusi (2012), fast food culture is fast evolving among the various segments of the Nigerian society; despite the fact that consumption of fast foods has been implicated in the etiology of cardiovascular diseases in developed countries; there have been fewer studies on the effects of fast food consumption on nutrition or health outcome in Nigeria. Otenmuyiwa and Adewusi in their study attempted to close this gap in the literature by investigating the effect of fast food consumption on the quality of food and nutrients' intake among Nigerians using anthropometric measurements and 24 h dietary recall was obtained from 254 subjects (127 males and 127 females). Fast foods were analyzed for nutrients by chemical methods. The food intake was converted to nutrient by multiplying average food consumed by its

content of nutrients; the result was compared to RDA and correlated with anthropometry.

Their result indicated that average energy intake per day was the same for both sexes at 12 MJ contributed the ratio of 50:38:12% by carbohydrate, fat and protein, respectively. Sixty percent of the subjects were found to consume more than the daily energy requirement and the consumption was reflected in the Body Mass Index (BMI). There was a positive correlation between energy intake and weight of the subjects ($R^2 = 0.754$ and 0.928 for male and female subjects respectively). Iron, zinc and protein intake were adequate, sodium was high while calcium, potassium and fibre intake was low. Choice of milk, fruits and vegetables were generally low compared to sweetened carbonated soft drinks. That study concluded that consumption of fast foods by Nigerians could compromise a healthy diet.

Several other studies and investigations have linked the increasing consumption of fast foods to excessive body weight (obesity) especially in children, and diabetes and heart diseases in adults (Al-Faris, et al, 2015; Das, 2015). As a result, fast food restaurants have been alleged severally of promoting excessive calories intake beyond the daily 2000 calories needed by individuals (Mustapha et al, 2014). According to Karmeen and Kulkarn (2004) and Das (2015), the Center for Disease Control and Prevention in 2004 ranked obesity as the second leading cause of preventable deaths in the United States which no doubt may be related to the consumption of foods with high cholesterol content. Other researchers further posit that in 2003, the cost of health care in America increased by \$93 million, mainly from diabetes and heart diseases which doctors say could be related to the consumption of foods with high fat and protein contents as against low carbohydrate and mineral contents. All these issues have stimulated increase interests in the promotion of the use and consumption of natural local foods and cuisines containing fresh ingredients and unsaturated fats as against fast food choices (Mustapha et al, 2014).

In light of these, this particular study became interested in investigating the influence of

cultural factors and consumer self-esteem on the consumption of fast foods among young adult undergraduates in Nigerian Universities. Culture and the individual's self-esteem have pervasive influences on our behaviours including our consumption behaviour (Cast & Burke, 2002; Pandey, & Dixit, 2011).

Over the years, several theories have been proposed by different scholars to explain the influence of culture and self-esteem in moderating the choice preferences and consumption behaviour of people concerning different goods including foods. These theories transverse the fields of psychology, anthropology, and sociology and include the theory of evidence (Sojka & Tansuhaj, 1995), the social cognitive theory (Bandura, 1989), hierarchy of needs theory (Maslow, 1954) and self-determination theory (Deci & Ryan, 2002), among others.

Culture according to Hawkins, Best and Coney (2001), is the complex whole that includes knowledge, beliefs, art, law, morals, customs and any other capabilities and habits acquired by humans as members of a society. It includes almost everything that influences an individual's thought processes and behaviours including his consumption behaviour. It is the norms and values guiding individuals' attitudes within a society (Mwantu, 2013); and the most influential factor that shapes consumer decision processes and consumer behaviour in general. Culture not only influences our choice preferences but also how we make decisions and even how we perceive the world around us (McDonald, 1994). Due to its pervasive influence on human behaviour, cultural values give rise to norms and associated sanctions which in turn influence our consumption decisions and choice preferences including the kinds of food we consume.

Self-esteem is a person's evaluation of his or her self-concept (Franzoi, 2000). It is the optimistic feelings and beliefs we hold about our ability to succeed in achieving set life goals. Self-esteem is indeed, the evaluative aspect of the 'me' in the individual which differs from the 'I' concept in him. Research indicates that people with low self-esteem have less clearly defined and stable

self-concepts than people with high self-esteem (Franzoi, 2000).

The self-concepts of people with low self-esteem also appear to be less complex (Campbell, Chew & Scratchley, 1991) and less flexible compared to people with high self-esteem which is stable and aggressive in nature (Baumeister & Heatherton, 1996; Paulhus & Martin, 1988). High self-esteem also influences the willingness to take risks including willingness to take risky consumption decisions (Franzoi, 2000; Johnson & White, 2003). Sigmund Freud's psychoanalytic perspective asserts that, when high self-esteemed people make purchase decisions, they react not only to the product's intrinsic qualities and esthetic attributes, but also to less conscious aspects and extrinsic attributes of the product such as its shape, size, material colour and brand name including the consumer's motives and emotions to undertake the purchase and consumption decisions.

Empirical studies on the influence of culture on the consumption of fast foods have reported positive relationships between cultural factors and the consumption of such foods (Olutayo & Akanle, 2009; Davis & Carpenter, 2009; Gilbert, et al, 2004; MaCrachen, 1986). One important characteristic of culture is its ability to change the social system and its beliefs and values in very gradual manner. Olutayo and Akanle (2009) in their study of the consumption of fast foods in Ibadan observed that cultural factors influence social changes in the consumption of foods including fast foods. Davis and Carpenter (2009), in a related study concluded that, factors such as values, attitudes, ideologies and ideas - thus cultural factors affect positively or negatively our attitudes towards the consumption of certain foods including fast foods.

Recent research by the Food Institute Report (2010) shows that the heaviest consumers of fast foods are young people aged between 16 and 24 years. MaCrachen (1986), in a theoretical study of the influence of fast food asserted that it is thought to be important to teenagers as it is one of the few types of foods that they can afford to

purchase outside the home and therefore beyond the influence of their families. Iwarere and Fakokunde (2011) while investigating the influence of culture on consumer goods, found that apart from cheapness and affordability fast foods seem to have become a key aspect of the youth culture and identity. Other studies (Olutayo & Akanle 2009; Davis & Carpenter, 2009), concluded that fast foods are used by young people as a medium for expressing their youthful selves and/or life style image. Thus, such foods are used by young people as a medium to express the conspicuously distinct characteristics of the youth culture which also serves as a way of expressing their self-esteem.

In relation to the extensive literature reviewed above on the consumption of fast foods; this study particularly investigated the influence of cultural factors and consumer self-esteem on fast food consumption among young adult consumers in Nigeria. The study was necessary in view of the fact that previous studies on the topic failed to jointly investigate these variables; hence the need to carry out this particular study. The specific purposes of the study were three folds:

- To investigate and provide some understanding of the perception and responses of young Nigeria's towards fast food consumption.
- To investigate the driving forces behind the consumption behaviour pattern of young Nigerian consumers of fast foods and
- To investigate the role of culture and self-esteem of young Nigerians on the consumption of fast foods.

This study was necessary in Nigeria in order to evaluate the possibility of the influence of cultural factors and consumer's self-esteem on the consumption of fast foods among young adults and to further provide an understanding of the socio-cultural implications of using fast foods especially on the population that was investigated. This study is therefore significant as it provides an understanding of the positive and negative effects associated with the consumption of fast foods especially for young adult consumers not only in Nigeria but the

world in general. The need for research in this area in this part of the world cannot be overemphasized because most of the previous studies cited were carried out in countries which have different cultural values from that of Nigeria and people with different social and economic backgrounds and self-esteem. The validity of such results to the Nigerian situation is the question addressed by this study. In relation to this therefore, the study hypothesized that: -

- Culture would have significant influence on increased chances of fast food consumption among young adult consumers in Nigeria.
- Self-esteem would have significant influence on increased chances of fast food consumption among young adult consumers in Nigeria.
- There would be significant interaction effects of culture and the consumer's self-esteem on increased chances of fast food consumption among young adult consumers in Nigeria.

2. Method

2.1 Participants and Setting

The study was conducted in three Universities in Nigeria using undergraduates as respondents. These are the University of Jos, Jos, Nigeria, Nasarawa State University, Keffi and Benue State University, Makurdi all in North Central Nigeria. Two hundred and ten participants were drawn from the Faculties of Arts, Education, and Social Sciences of the three Universities covered in the study. Participants cut across different ethnic nationalities and states of the federation and therefore consisted of respondents from different socio-cultural, economic and religious backgrounds. Prospective participants were selected for the study using the convenience sampling procedure (Black & Champion, 1976; Coolican, 2009).

The reasons for selecting this sample could be described as follows:

One, the university students provide a possibility of homogeneity, which is usually needed for

testing. Two, they are highly enlightened young people who are assumed to be open-minded and have access to the kind of information that was required in this study. Three, the university students represent a generation of young Nigerian consumers and a group of potential multipliers who can exert significant influence on consumer behaviour and consumer decision-making for fast foods and other consumer goods in Nigeria now and in the future. These characteristics which the respondents possess in common make the population homogeneous.

Questionnaires were administered to the participants and out of the 210 participants, 175 of them (consisting of 108 males and 67 females) responded appropriately to all the items. Nineteen of the Questionnaires were discarded for inappropriate and/or incomplete responses made while 16 of the Questionnaires were not returned. The final sample then consisted of 175 participants within the age range of 18 – 45 years. The majority (93.7%) of the participants were Christians while 5.2% were Muslims and 1.1% practices the African Traditional Religion (ATR).

2.2 Design

The independent group design was used for the study. This study had two independent variables namely culture and consumer self-esteem. Culture has two levels as follows; negative perception of culture and positive perception of culture and was therefore measured at these two levels. Self-esteem on the other hand has two levels also; low self-esteem and high self-esteem and was also measured at those two levels. The combination of the two levels of independent variables gives the study a 2 x 2 factorial design.

2.3 Measures

Two scales were employed to measure the variables in this study. These are the Rosenberg Self-esteem Scale (RSES) and the Cultural Value Scale (CVScale). The Rosenberg Self-esteem Scale was developed by Morris Rosenberg in 1965 (Rosenberg, 1965). It is a 10-item scale designed to measure the global feelings of self-worth and self-acceptance of a

person by measuring both the positive and negative aspects of the self. All items of the scale were answered using a 4 point Likert Scale rating format ranging from 3 – Strongly Agree to 0 – Strongly Disagree. Items of the scale were analyzed after a reversed scoring according to the rating assigned to them. The Cronbach's alpha reliability coefficient of the scale on local samples is .86 with a validity coefficient score of .78, respectively. Factor analysis of the items of the Rosenberg's Self-esteem Scale were carried out in this particular study in order to identify a single common factor contrary to previous studies that extracted separate self-confidence and self-depreciation factors. This suggests that the scale is significantly reliable and further indicates that the unconstrained model better fits the data of the sampled population that is currently under study.

The second scale utilized for this particular study was the Cultural Value Scale developed by Yoo, Donthan and Leneartowicz (1991) mainly to measure the five dimensions of culture earlier proposed by Hofstede (1980) namely power distance, uncertainty avoidance, individualism, masculinity, and confusion dynamism as they all apply to the individual. The reliability and validity coefficients of the CV Scale were also tested in this study and the items exhibited appropriately high reliability and validity scores similar to results obtained in countries such as Thailand, Saudi Arabia, the USA, Korea and Brazil. Due to its high reliability and validity coefficients, the CV Scale has been confidently used for measuring a group or a society's general consumption orientation hence its use for this particular study.

2.4 Procedure

The research team worked with three research assistants to ensure smooth administration of the Questionnaires in the study settings. Since participation in the study was entirely voluntary, the convenience sampling technique was used to collect the data. Before the process of data collection begun, prospective participants were assured that information supplied would be kept strictly confidential. The Questionnaires were administered to the participants in their

respective departments, faculties, and hostel rooms. Two hundred and ten Questionnaires were administered to the respondents to fill out of which 175 were appropriately filled and returned. Nineteen of the Questionnaires were discarded for inappropriate and/or incomplete responses made while 16 of the Questionnaires were not returned.

2.5 Statistical Tools for Data Analysis

Two kinds of statistical tools were employed to analyze the data collected to test the hypotheses of the study; these were the descriptive and inferential statistics. The descriptive statistics used were the frequency, percentage, mean and standard deviation; while the inferential statistic

used was the Two-way Analysis of Variance (ANOVA). The Statistical Package for Social Sciences (SPSS) Version 20.0 computer software was used for data analysis.

3. Results

The results obtained from analysis of the data collected are presented below. Table one indicates that 175 participants (108 males and 67 females) responded to the questionnaires. The table also reveals that majority of the respondents (93.7%) were Christians, 5.2% were Muslims and 1.1% practice the African Traditional Religion (ATR). Age ranges of participants were 18-45 years.

Table1: Demographic Characteristics of Participants

		Frequency	Percent
Age category (years)	18 – 29	155	88.6
	30 – 40	17	9.7
	41 & above	3	1.7
Gender	Male	108	61.7
	Female	67	38.3
Religion	Christianity	164	93.7
	Islam	9	5.2
	Others	2	1.1
Culture	Negative	75	42.9
	Positive	100	57.1
Self-esteem	Low	62	35.4
	High	113	64.6

The table further reveals that 42.9% of the participants had negative perception of culture with regards to its influence on their consumption of fast foods and 57.1% believe that cultural factors have positive influence on their consumption of fast foods. The table also reveals that 35.4% of the respondents had low self-esteem scores while 64.6% had high self-esteem scores which make them to be favourably disposed to consumption of fast foods.

Table 2 shows that the total mean score for participants’ perception of the influence of cultural factors on their consumption of fast foods was 11.69 (SD = 4.636) and the mean score for participants with high score on self-esteem or respondents who had high self-esteem was 19.60 (SD = 3.826); and the over-roll mean score for fast foods consumption among the respondents was 13.59 (SD = 4.993), respectively.

Table 2: Mean & standard deviations of respondents on the study variables

	Mean Score	Standard Deviation
Culture	11.69	4.636
Self-esteem	19.60	3.824
Fast food consumption	13.59	4.993

To test the hypotheses that were proposed for the study, a Two-way Analysis of Variance (ANOVA) was conducted. The results in table 3 contain the main and interactive effects of culture and self-esteem on the respondents’ decision to consume fast foods. Hypothesis one states that cultural factors would have

significant influence on increased chances of fast food consumption among young adult consumers in Nigeria.

Table 3: Showing ANOVA for interactive effects of the variables

Source	Type III sum of squares	df	Means squares	F – ratio	Sig.
Corrected Model	372.157	3	124.052	5.348	.002
Interception	29519.274	1	29519.274	1272.274	.000
Culture	212.640	1	212.640	9.168	.003
Self-esteem	32.103	1	32.103	1.384	.241
Culture*Self-esteem	56.384	1	56.384	2.431	.121
Error	3966.220	171	23.194		
Total	396652.000	175			
Corrected Total	4338.377	174			

The results showed that there is a significant effect of culture on increased chances of fast food consumption among the respondent's $F(1, 171) = 9.168, p = 0.003 (p < 0.005)$. This result supported hypothesis one. The result indicated a significant relationship between cultural factors especially the youth sub culture and increased chances of fast foods consumption.

Hypothesis two stated that self-esteem would have significant influence on increased chances of fast food consumption among young adult consumers in Nigeria. The result revealed that self-esteem did not have a significant influence on increased chances of fast food consumption among the respondents $F(1, 171) = 1.384, p = 0.241 (p > 0.05)$. This result did not lent support to hypothesis two.

Hypothesis three stated that there would be significant interactive effects of culture and consumer's self-esteem on increased chances of fast food consumption among young adult consumers in Nigeria. The result of the analysis indicates that there were no significant interactive effects of culture and the consumer's self-esteem on increased chances of fast food consumption among the respondents in this study $F(1,171) = 2.431, p = 0.121 (p > 0.05)$. This also shows that hypothesis three was not supported.

4. Discussion on the findings

The primary aim of this study was to investigate the influence of cultural factors and the consumer's self-esteem on fast food consumption among young adult consumers in

Nigeria and to further provide an understanding of the socio-cultural and health implications of using fast foods especially on the population that was investigated.

Hypothesis one which stated that culture would have significant influence on increased chances of fast food consumption among young adult Nigerians was supported. Results showed that there was a significant effect of culture on increased chances of fast food consumption among the respondents. This result is indeed in consonance with Hawkins, Best and Coney (2001) who concluded that consumer needs are influenced by external factors such as culture, family and reference groups among others. Ehigie (2015) in his study concluded that among all the factors that influence consumer behaviour, culture is the most pervasive. Cultural influences are indeed vast and in the same manner did influence the respondents in this particular study. Oghojafor, Ladipo and Rahim (2012) further posited that fast foods are thought to be important to the young people's sub-culture as it is one of the few kinds of foods that they can afford to purchase outside the home and therefore beyond the influence of their families.

The second hypothesis stated that self-esteem would have significant influence on increased chances of fast food consumption among young adult consumers in Nigeria. The result revealed that self-esteem did not have significant influence on increased chances of fast food consumption among the respondents. Previous studies have however concluded that self-image is a complex concept that affects how people

feel about themselves and their lifestyles including how they behave in terms of choice preferences; and our self-esteem according to Cast and Burke, (2002), gives that picture of the mind.

In this study however, the respondents' decision to consume fast foods was not due to this picture of the mind but was based on their real life situation where decisions were made within the context of time pressure, specific environmental and economic conditions, individual preferences and social variables. Social cognitive research and theory further believes that decisions including our consumption decisions are generally made in ways which require the least cognitive load often referred to as heuristics (Mwantu, 2013; Petty & Cacioppo, 1986). However, cheapness or affordability was also amongst the predictors of the respondents' choice preferences for fast foods in this study. The respondents' choice preferences were ultimately driven by factors that fulfill the most important need at the time of consumption of these junk foods.

Finally, a test of the third hypothesis indicated that there was no significant interaction effect of culture and the consumer's self-esteem on increased chances of fast food consumption in the respondents. The recognition of the influence of culture on consumer behaviour over the years has led to increased amount of research across cultures (Al-Faris, et al, 2015; Das, 2015; Karmeen & Kulkarn, 2004; Otemuyiwa and Adewusi, 2012; Seubsman, Kelly, Yuthapornpinit & Sleigh, 2009).

Previous studies (Hawkins, et al, 2001; McCrachen, 1986; Mwantu, 2013) have however established significant links between culture and the consumer's self-esteem. Hawkins et al for example concluded that culture is the all-encompassing force which shapes our personality and which in turn becomes the major determinant of the individual's choice preferences including his consumption preferences. As a result of the influence of the youth culture on the respondents' consumption choice preferences in favour of fast foods, a significant percentage of

the participants in this study reported having no family meals during the week even when on vacation. The problem is that if fast foods are over relied upon, then families will lose their socio-cultural values including the opportunity to spend time together; young people will learn nothing about the preparation of traditional family menus and quality and value of such foods.

5. Conclusion

Based on the results of the study, we conclude and rightly so that culture has significant influence on increased chances of fast food consumption among young adult Nigerian consumers but their self-esteem does not have any significant influence on their fast foods consumption. This is because the respondents in this study were significantly influenced by the youth culture which shapes personality and as a result of this further fosters the belief that no child can develop human qualities in the absence of the cultural environment. The study found that social and cultural factors such as real life situation where decisions are made within the context of time pressure, specific environmental and economic conditions, and social variables influence the consumer's choice preferences and decision processes much more than his or her self-esteem. The African culture which is collectivist in nature, prepares man for group life and based on this fact, it remains the most pervasive factor that provides opportunities for the development of our personality and sets limits on its growth.

The influence of self-esteem was not significant in this study; instead, it was illuminated in the over roll influence of the youth culture which was made conspicuously visible in their preferences for fast foods. But it seems that there are many ways in which self-esteem may influence our behaviours including our consumption behaviour which might not have been sufficiently explored in this study and so needs to be explored further by psychologists in particular and social scientists in general. Self-esteem modifies the effects of other variables upon behaviour including outcomes such as

consumption behaviour and sometimes some of these effects may be more difficult to detect.

Finally, not minding the food security challenges which developing countries are currently facing, future research efforts should consider investigating the health implications of over reliance of young Nigerians on fast foods and the influence of peer pressure in shaping identities and influencing consumption behaviour for such foods within the youth subculture.

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