

# Willingness to Pay for Street Food Safety in Ogun State, Nigeria

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## Abstract

This study assessed the willingness of consumers to pay for safe street foods. Using simple random sampling, 148 consumers were selected and interviewed in five major towns in Ogun State, Nigeria with the aid of a structured questionnaire. Data collected were analyzed using descriptive statistics, logit regression, and the ordinary least squares model. Education, age, and safety consciousness significantly affected attitude toward paying for safety. Since consumers are willing to pay a premium for the safety of street foods, vendors should be trained to prepare foods in a more hygienic environment and with better facilities which may ensure safety.

**Keywords:** consumers, food safety, Nigeria, street foods, willingness to pay

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