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Title: Consumer preferences for farmed tilapia in Tanzania: A choice experiment analysis

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This study used a choice experiment to analyze the preferences of consumers for the attributes of tilapia (price, mode of production, product form, and size), a major aquaculture product in Tanzania. The results showed that consumers were willing to pay a price 665.020 Tanzanian shillings (TZS) lower for farmed tilapia than for wild tilapia; a price TZS 833.210 and TZS 1799.110 higher for medium-size and large-size tilapia respectively than for small-size tilapia; and a price TZS 1214.090 higher for fresh tilapia than for smoked tilapia. Consumers' willingness to pay less for farmed tilapia than for wild tilapia is mainly attributed to issues related to taste and availability. It was also found that consumers were heterogeneous in their preferences for all the tilapia attributes (mode of production, size, and form) considered in this study.

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