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

Author(s): Francis Addeah Darko¹, Kwamena K. Quagrainie¹, Sebastian Chenyambuga²

1. Department of Agricultural Economics, Purdue University, West Lafayette, Indiana, USA;
2. Department of Animal Science and Production, Sokoine University of Agriculture, Morogoro, Tanzania

Date: 30 June 2016

Publication Number: AquaFish Research Report 16-358

Abstract: AquaFish will not be distributing this publication. Copies may be obtained by writing to the authors.

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.

This abstract was excerpted from the original paper, which was published in the Journal of Applied Aquaculture (2016). DOI: 10.1080/10454438.2016.1169965.