



## Analysis of consumers' preference and willingness to pay for orange-fleshed sweet potato in Osun state, Nigeria

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### ABSTRACT

This study assesses the factors that influence consumers' preference and willingness to pay (WTP) for orange-fleshed sweet potato (OFSP), emphasizing the effects of information on its health benefits. A multi-stage sampling technique was employed to select 180 respondents for study. Primary data were collected using a well-structured and pre-tested questionnaire. Data were subjected to descriptive and inferential statistics, viz, the hedonic pricing and probit models. The results show that factors such as gender, root size, availability and storability influence consumers' preference for OFSP. The results further revealed that the root size negatively influenced preference for OFSP, while availability positively influenced it. These results also indicate that preference for OFSP decreases with the length of storage. In terms of willingness to pay for OFSP, the result of the hedonic pricing model indicates that the age of the respondent and colours of the OFSP positively influence consumers' willingness to pay for OFSP. There was a (17.1%) increase in consumers' level of preference after information on the health benefit was provided to them and the result from comparing means (T-Test) of prices consumers are willing to pay before and after information was provided showed a negative co-efficient (-16.341), which was significant at 1% level of significance. We suggest that research should concentrate on identified OFSP characteristics to improve acceptance, while in the short run, there is a need to promote OFSP production to increase availability.

**Keywords:** Analysis, Consumers' preference, Orange-Fleshed sweet potato, Consumers' Willingness to pay, Vitamin A deficiency

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## Introduction

*Ipomoea batatas* (L.) Lam., (sweet potato), is a member of the Convolvulaceae family, which includes about a thousand species, only *Ipomoea batatas* being economically significant to humans and animals (Woolfe, 1992). With an annual production of over 133 million tons, sweet potatoes are currently ranked fifth among the most important food crops in sub-Saharan Africa. China is the top producer worldwide, with Nigeria coming in second with 3.2 MMT (NRCRI, 2009).

The white-fleshed sweet potato (WFSP) and the orange-fleshed sweet potato (OFSP) are the two primary varieties of sweet potatoes grown and eaten in Nigeria. Only the orange-fleshed sweet potato (OFSP) offers a cost-effective way to obtain  $\beta$ -carotene, which is a precursor to vitamin A (Van Jaarsveld *et al.*, 2003). This makes the OFSP a

more nutritious option than the widely grown white fleshed sweet potato (WFSP). As a result, the OFSP has become more popular because of its ability to prevent vitamin A deficiency in a sustainable way (Low *et al.*, 2004).

In sub-Saharan Africa, vitamin A insufficiency is a micronutrient malnourishment that has led to major health issues. Various approaches have been taken to address micronutrient deficiencies. According to Black *et al.* (2003), they include nutritional supplementation, fortifying meals at home, fortifying staple foods with condiments, and biofortification.

According to UNICEF and the Micronutrient Initiative (2004), vitamin and mineral deficiencies cause Nigeria to lose more than US\$1.5 billion in

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