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Demand Analysis for African Indigenous Vegetables among Rural and Urban Consumers in Kenya

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Abstract

African indigenous vegetables (AIVs) are consumed across the African continent and in Kenya particularly, they are consumed daily along with the main staple meal, ugali. These vegetables have high micronutrient content, medicinal properties as well as the potential to ensure food and nutritional security. Their demand is rapidly growing due to their availability in supermarkets and groceries, change in dietary habits, urbanisation and increased awareness of their nutritional and medicinal benefits, especially among urban consumers. Despite this, AIV consumption in Kenya is generally low and therefore, there is limited literature that explain their consumption patterns. The main objective of this study is to provide empirical evidence on the changes in demand and consumption patterns for AIVs among rural and urban households in Kenya. This is achieved through analysis of consumers' socio-demographic variables as well as estimating own-price, cross-price and expenditure elasticities of major vegetable varieties consumed in Kenya. The study is based on an exploratory research design, with primary data to be collected from a sample of 400 respondents through face-to-face interviews. In data analyses, descriptive statistics and a Linear Approximate Almost Ideal Demand System (LA/AIDS) model will be employed. Provision of information on price and income elasticity estimates as well as the effect of demographic variables on AIV consumption will be important in predicting future household consumption expenditure on AIVs in Kenya. Besides, this information is likely to assist various stakeholders in formulating appropriate policies to enhance AIV consumption levels as well as aid them in assessing the effect of agricultural policies on household demand for vegetables across different income groups in Kenya.

Keywords: African indigenous vegetables, almost ideal demand system , consumption patterns, demand