**Hedonic Characteristics of Beef and Chevon with Comparism to Close Substitutes Consumption such as Icefish and Chicken in Delta State, Nigeria.**

**Abstract**

The study examined the hedonic characteristics of beef and chevon with comparism to close substitutes such as icefish and chicken in Delta State, Nigeria. One hundred and twenty household respondents were selected randomly. Well-structured questionnaire was the main tool for data collection. Data collected were analysed using semantic differential scale to rate the hedonic characteristics of beef and chevon in relation to quality, costs, taste, availability, cooking time, aroma, medicinal value and kinds of food they are used to prepare. Multinomial logit regression was used to identify attitudinal factors that influenced consumption preferences for beef and chevon in relation to substitutes such as icefish and chicken. The result revealed that beef and chevon scored 3.0 and 3.2 for taste and aroma respectively, beef had a higher rating of 3.1 foe quality, 3.2 for cooking time and 3.6 for use in different dishes. While chevon had 3.3 scale rating for medicinal value use, beef has 2.6. the rating on the average showed that beef was very good to the respondents. Effects of close substitutes in relation to some socio-economic variales showed that education had negative coefficients -16.4099 and -18.1058 for beef and icefish, implying that higher level of education acquired would help the respondents refrain from beef and icefish consumption. Gender a positive coefficient of 18.7039, indicating that awareness would increase beef consumption. The study recommended that individuals should go into goat production in commercial scale in the study area, so as to avoid a situation of scarcity at any point in time. It was also recommended that awareness campaign be carried out seasonally to sensitize the respondents on the importance of having animal protein in their diet and at the right time and age.

**Keywords: Hedonic, beef, chevon, semantic differential scale and multinomial logit         regression.**