Hedonic Characteristics of Beef and Chevon with Comparison to Close Substitutes Consumption Such as Icefish and Chicken in Delta State, Nigeria

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Abstract

The study examined the hedonic characteristics of beef and chevon as compared to close substitutes such as icefish and chicken in Delta State, Nigeria. One hundred and twenty household respondents (people living in the city) were selected randomly, and a well-structured questionnaire was used for data collection. These data 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 both beef and chevon scored 3.0 and 3.2 for taste and aroma respectively, beef had a higher rating of 3.1 for 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 had an overall mean of 2.6, showing that beef was very good (preferable) to the respondents. Effects of close substitutes in relation to some socio-economic variables showed that education had negative coefficients -16.4099 and -18.1058 for beef and icefish. Generally, the study revealed that respondents preferred chevon to beef, icefish and chicken. 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 in the area of study to sensitize the respondents on the importance of having animal protein in their diet and at the right time and age.

Keywords: Beef, chevon, hedonic, semantic differential scale and multinomial logit regression

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