INSECTS FOR FOOD! FACTORS INFLUENCING CONSUMER ACCEPTANCE AND QUANTITY CONSUMED OF EDIBLE WINGED TERMITES

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BACK GROUND

❖The World increased population growth, incomes and urbanization have resulted in high animal-based protein demand (FAO,2013).

❖Innovative solutions like edible insects consumption need to be researched and explored to sustainably meet the rising animal-based protein demand.

❖ In Kenya, edible insects value chains have been subsistent (FAO, 2013).

❖Despite edible winged termites (EWT) value chain transforming from subsistence to commercial, empirical evidence on its consumers perception, acceptance and demand determinants still remain scanty.

❖ Information on consumers perception, acceptance and demand determinants is of great support to the current efforts to commercialize the edible insects value chains.

RESEARCH QUESTIONS

1. How do Kenyan consumers perceive edible winged termites (EWT)?

2. What are the Kenyan consumers socioeconomic, institutional and EWT characteristics that significantly influence acceptance and quantity consumed?

METHODOLOGY

❖Cross sectional data from 192 rural and 192 urban consumers.

❖Factor analysis (Jollife, 2002) used to determine consumers' perception of EWT.

❖Craggit model (Cragg, 1971) used to determine the factors influencing acceptance and quantity consumed of EWT.

Determinants of acceptance and quantity consumed in rural households

	Acceptance		Quantity consumed	
Variable	APE	Std. Err.	UAE	Std. Err.
Age	0.001	0.001	0.007	0.036
Gender	-0.003**	0.023	-0.113**	0.027
Education	0.012**	0.080	0.029**	0.065
Members over5	0.010	0.154	0.018***	0.098
Children below5	0.037	0.221	0.176***	0.164
Income	-0.134***	0.526	0.442***	0.483
Native	0.018**	0.368	0.073**	0.382
Termite attributes	1.010***	2.557	2.322***	2.066
Convenience	0.192	1.029	0.339**	0.948
Culture	0.042***	0.247	0.148***	0.198

Determinants of acceptance and quantity consumed in urban households

Urban	Acceptance		Quantity consumed	
Variable	APE	Std. Err	UAE	Std. Err
Age	0.001***	0.019	0.006***	0.014
Gender	-0.002	0.274	-0.106**	0.150
Education	0.008**	0.088	0.013**	0.157
Members over5	0.006	0.092	0.005	0.095
Children below5	0.024	0.204	0.126**	0.396
Income	-0.086**	0.495	-0.266***	0.248
Native	0.011	0.150	0.049***	0.095
Termite attributes	0.650***	3.917	1.035***	2.987
Convenience	0.124**	1.605	0.098**	0.988
Culture	0.027	0.189	0.094	0.113

Raw edible winged termites

Blanched edible winged termites

Sun-dried edible winged termites

Fried edible winged termites

CONCLUSION

❖Among other Consumers socioeconomic and institutional factors, perceived edible winged termite attributes is the major acceptance and quantity consumed determinant.

SIGNIFICANCE

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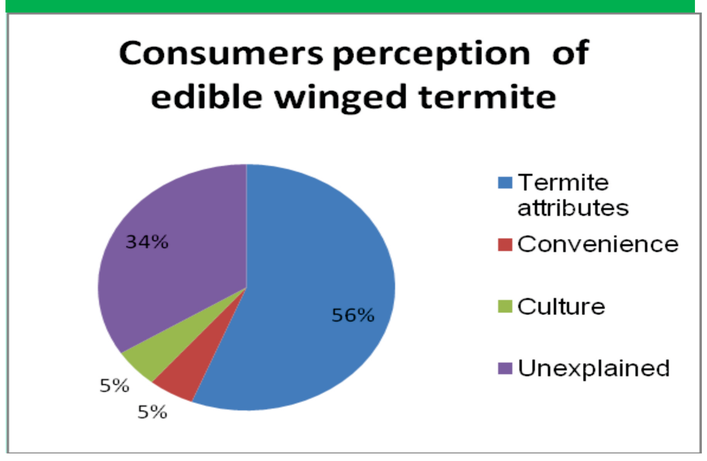
❖Acceptance and quantity consumed are influenced differently by different factors for rural and urban households so different approaches should be used in promotion.

FURTHER RESEARCH

❖Consumers perception, acceptance and quantity consumed of grasshoppers and or Crickets

RESULTS



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