

# Consumers' willingness to pay for certified and hygienically handled smoked catfish in Ibadan North local government area, Oyo state, Nigeria

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## INTRODUCTION

### Background

- Value addition in agrifood systems is required to enhance livelihood, nutrition, and sustainability outcomes.
- Smoking catfish is a popular value-addition method in Nigeria,
- However, there are concerns about the health risks due to reported unhygienic handling and contamination.

**Objective** This research aimed to investigate consumers' willingness to pay (WTP) for certified and hygienically handled smoked catfish.

## METHODOLOGY

### Study Area

- Ibadan North Local Government Area, Oyo state, Nigeria

### Sampling Procedure

- Multi-staged sampling involving random and stratified sampling to select 130 households

### Data Collection and Analysis

- Data was collected from household respondents using semi-structured questionnaire
- Data was analyzed using descriptive statistics, contingent valuation method, and Heckman Model

### BIDDING PROCESS

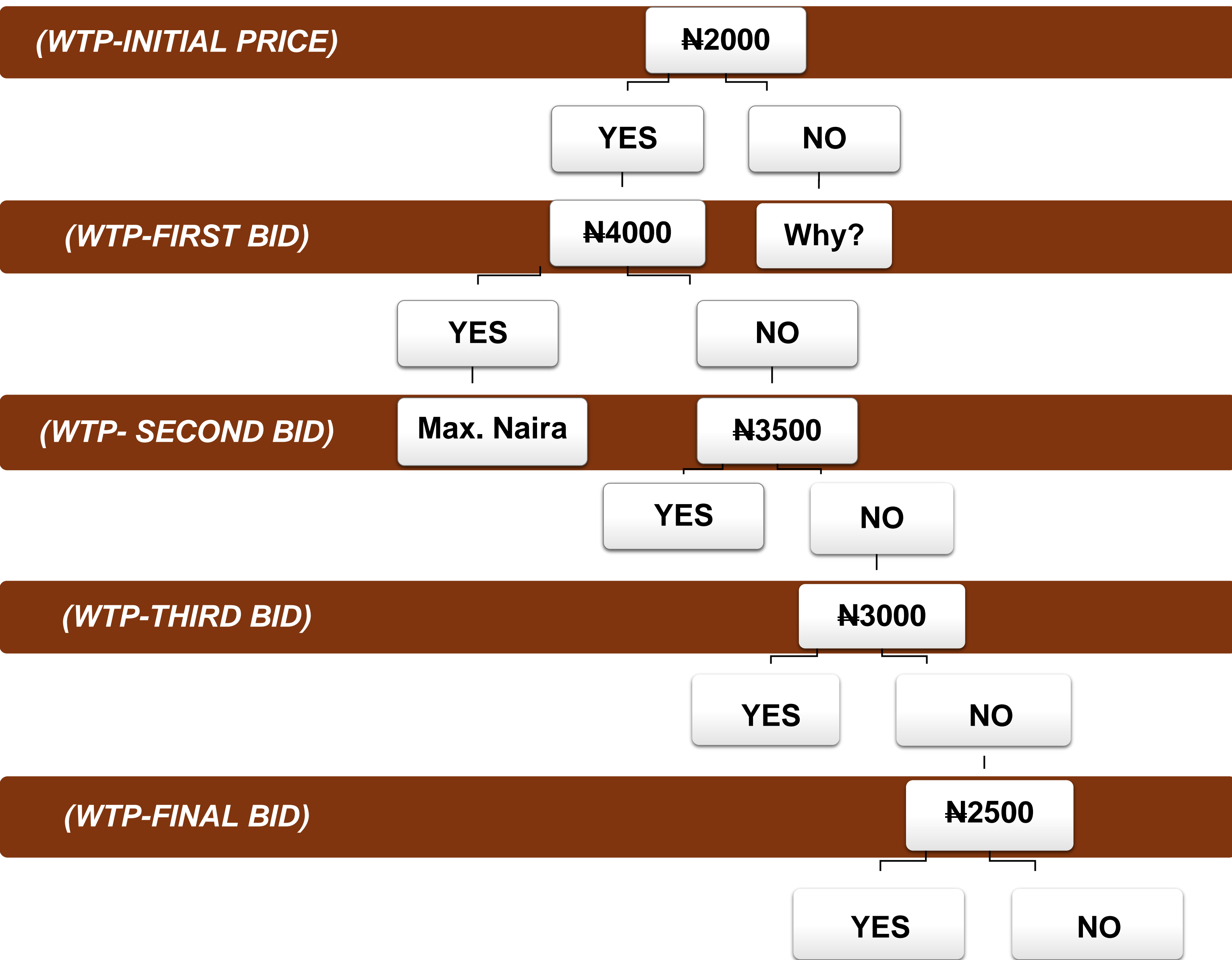


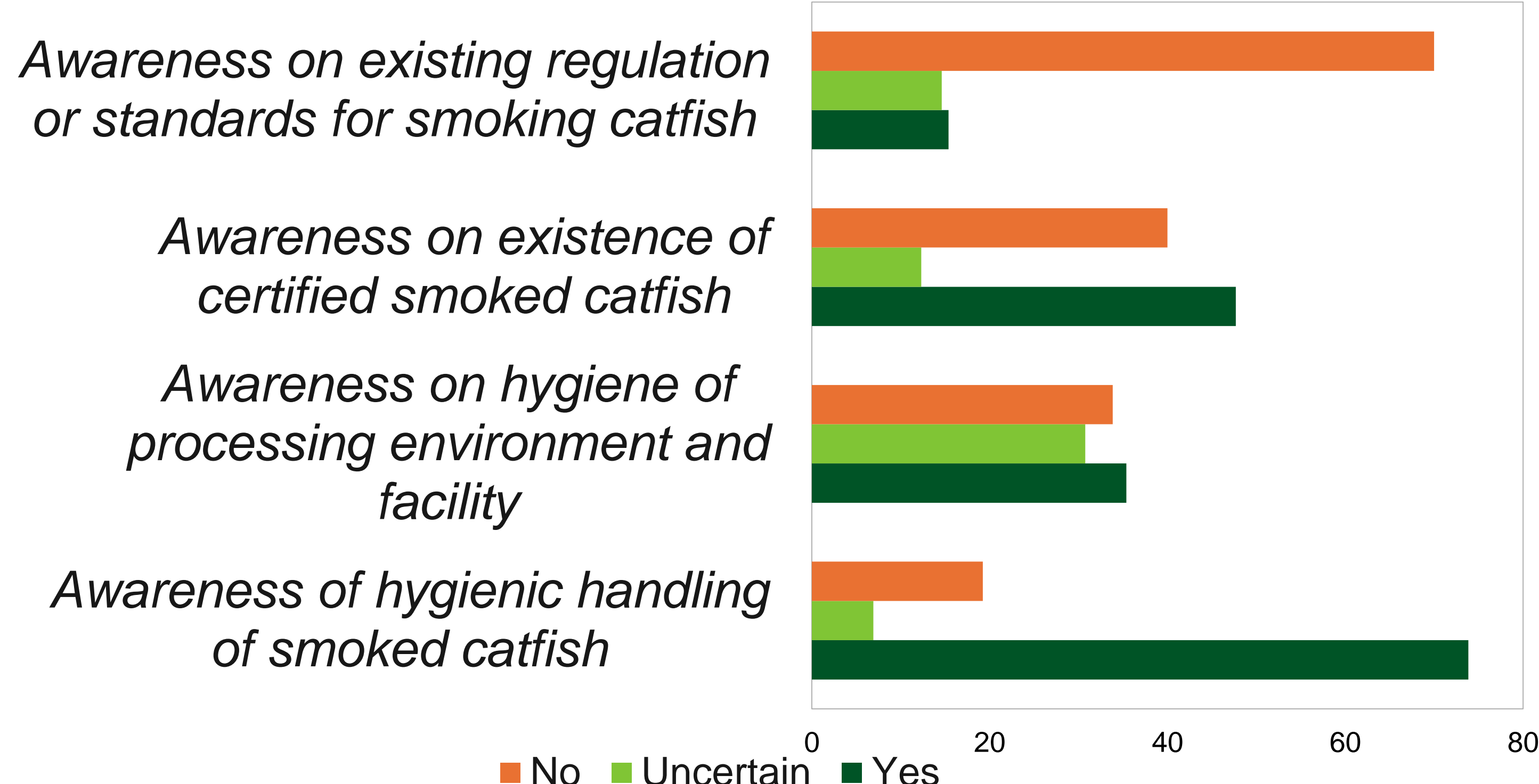
Fig. 1: Bidding methodology diagram {Adapted from Borzino et al., (2020)}

## RESULTS

- I. Consumers exhibited a limited understanding of regulatory frameworks, indicating a potential knowledge gap regarding the role of standards in safeguarding product safety.
- II. Hygiene-based attributes have a greater consumer valuation than certification, as evidenced by a higher willingness to pay for hygienically produced smoked catfish.
- III. Socio-economic factors, awareness, sales point proximity, and quality perception significantly influences WTP and the premium for certified and hygienically handled smoked catfish.

### I. Awareness

Fig. 2: Distribution of Consumers' levels of awareness



### II. Mean WTP (₦)

WTP	Mean (₦)	Std. Dev.	% Increase
Hygienically handled smoked catfish	2,905.39	1143.93	45.3
Certified smoked catfish	2,399.99	1490.069	19.9

### III. WTP (%)

WTP	Hygienically handled	Certified
Yes (%)	90.77	76.92
No (%)	9.23	23.08

### IV. Factors influencing WTP and the premium consumers will pay for certified and hygienic smoked catfish

Hygienically handled			Certified		
WTP (0/1)	Coeff.	Std. err.	WTP (0/1)	Coeff.	Std. err.
Education	1.208***	0.29	Marital status	-0.857**	0.39
Frequency of purchase	-0.251***	0.029	Monthly household income	0.392***	0.13
Monthly household income	0.377***	0.092	Perception on product safety	0.512***	0.17
Sales point location	1.47***	0.27			
Occupation	0.366***	0.06			
Awareness of catfish source	0.528***	0.2			
Premium (₦)	Coeff.	Std. err.	Premium (₦)	Coeff.	Std. err.
Marital status	54.058***	18.18	Frequency of purchase	-219.77**	111
Perception on product safety	-216.14***	5.38	Quality perception	1288.77***	466.04
Age	6.40***	0.11	Perception on product safety	-260.39***	100.755
<i>Lambda</i>	706.31	44.74	<i>Lambda</i>	256.39	225.26
<i>Athrho</i>	-16.06	116.81	<i>Arthro</i>	-0.365	0.334

## CONCLUSION

- Improved consumer education and awareness, coupled with enhanced processing standards and strategic market access, are crucial for catfish value chain sustainability.

## References

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