ROLE OF FOOD CHOICE DETERMINANTS AND NUTRITION INTERVENTIONS IN SUB-SAHARAN AFRICA: CONSUMER INSIGHTS BASED ON PEANUT CONSUMPTION IN MALAWI

Aggrey Pemba Gama
University of Georgia
Background

- High prevalence of malnutrition in sub-Saharan Africa (SSA).
- Governments are aiming at increasing production of and access to nutritious foods.
- 24% overall increase of the undernourished in SSA between 1990 and 2014 (FAO 2015).
- Consumption drivers are usually overlooked or incorrect assumptions are made (Battersby, 2016).
Background – The Dilemma

Source: http://www.geva.co.za/

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Objectives

1. To identify factors that influence food choices of Malawian consumers.

2. To identify factors that influence peanut consumption in Malawi.

3. To characterize Malawian consumers based on food choice motives and preferences for peanut products.
Approach

- A survey of 489 consumers in three major cities (Lilongwe, Blantyre, and Mzuzu) in Malawi.
- Food Choice Questionnaire (Steptoe et al. 1995) was extended to also capture peanut consumption, food neophobic, demographic and socioeconomic data.
- ANOVA, $\chi^2$ test, Factor Analysis (FA), Hierarchical Cluster Analysis (HCA) and Multiple Correspondence Analysis (MCA) were used to analyze the data.
Key Findings – Food Choice Motives

- What is missing?
  - Ethical concerns
  - Weight control
  - Natural content
  - Purchase convenience

- What is unique?
  - Survival
  - Safety Assurance
  - Conformity
  - Patriotism
  - Universality
  - Versatility
Key Findings – Peanut Consumption

![Peanut Consumption Preference Chart]

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Key Findings – Peanut Consumption Drivers

- All products were considered to be nutritious
- Peanut butter – Sensory appeal
- Peanut flour – Price, Familiarity & Versatility
- Roasted peanuts – Price & preparation convenience
Key Findings – Consumer Characteristics

![Bar chart showing factor score centroid values for Mood, Health, Price & Preparation, Convenience, Familiarity, and Sensory Appeal across CL1, CL2, CL3, and CL4. CL1 has 30%, CL2 has 13%, CL3 has 33%, and CL4 has 24%.

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MCA plot correlating the four significant clusters with consumers’ demographic & socioeconomic data, peanut consumption data, key food choice motives, and food neophobic data.

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Take-Home Message

1. Food choice motives vary across countries, demographic & socioeconomic profiles, and with type of food product.

2. There are many factors that influence food choices, HEALTH is just one of them.

3. Nutrition interventions should be tailor-made based on characteristics of the target consumer segment.
Acknowledgements

**Funding:**

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**Advisors:** Koushik Adhikari, Dave Hoisington, Yen-Con Hung, Ronald Pegg, and Casimir Akoh

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**Department of Food Science and Technology**
College of Agricultural & Environmental Sciences
UNIVERSITY OF GEORGIA
Key References


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Thank You!!