

Consumer Preferences for U.S. Food Products in Ghana

Godfrey Ejimakor^a, Kofi Adu-Nyako^b, Ralph Okafor^c, Irene Egyir^d and Kamal Bell^e

^aProfessor, ^bAssistant Professor, ^cResearch Scientist, ^eStudent Assistant, Department of Agribusiness, Applied Economics and Agriscience Education, North Carolina A&T University, Greensboro, North Carolina 27411, USA.
E-mail: ejimakor@ncat.edu

^dSenior Lecturer, Department of Agricultural Economics and Agribusiness,
University of Ghana, Legon, Accra, Ghana

Abstract

Food exports remain one of the few bright spots in the US trade balance. While the US balance of trade in many sectors continues to be negative, food exports continue to outstrip food imports. Efforts to maintain this competitive advantage requires a good understanding of the food preferences of consumers in countries in emerging markets such as Ghana. Such improved knowledge will help US food exporters to remain competitive and improve their market share as competition from other countries such as China and the European Union intensifies.

A market survey was conducted to elicit responses from 750 respondents in Accra, Ghana, in West Africa. Respondents were screened for prior poultry purchase experience. All respondents were persons responsible for meat purchasing in their households. Information was obtained from the respondents on their preference for poultry from countries such as the US, EU, Brazil, China and South Korea. Information was also obtained on the perceived quality and tastes of poultry from each of the countries. The data were collected by using a five-point Likert rating scale questionnaire. The percent of consumers that expressed preferences for poultry from different countries were compared.

Almost 70 percent of the respondents expressed a preference for poultry from the US. About 57 and 30 percent of the respondents expressed the same preference for poultry from the EU and China, respectively. The percent of respondents who ranked the quality of US poultry products as high exceed those that gave the same ranking to the quality of poultry from the EU and China. US poultry products also received the highest ranking based on the taste. The results suggest that Ghanaian consumers are receptive to US poultry products and associate poultry quality with the country of origin.

References

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