

# Consumer Knowledge And Attitude Towards Orange Flesh Sweet Potato Puree Bread In Kenya

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# Background



- **Provitamin A  $\beta$ -carotene rich Orange Fleshed Sweetpotato (OFSP)** is important for alleviation of Vitamin A Deficiency in SSA .
- At **household level** OFSP is used either grated, boiled and mashed (puree) or as flour to make chapatti and mandazi
- At **commercial level**, consumers will accept a novel food product (Quality, Safe, Nutritious, Appealing)

# Background



- **OFSP puree has proven to be economically feasible** in baking bread and buns with up to 50% wheat replacement at commercial level.
- Consumers' **Knowledge, Attitude, and Practices** for the OFSP puree bread are not well documented
- Consumer profiling will assist in determining consumer preferences for a **broader marketing and promotion strategy**

# Objectives

Demographics

Knowledge and  
attitude

Consumers

Sensory evaluation

Willingness to Pay

# Methodology



***Consumer profiling and acceptance study for OFSP puree bread in Tusky's Stores***

# Who is Buying OFSP Puree Bread?



	Percentage (%) n=174	Education	%, n=174
<b>Gender</b>		Incomplete University	20.1
Female	60.0	Completed University	79.3
Male	40.0		
<b>Age</b>		<b>Income level</b>	
<20 years	2.9	KES 10,000- KES 20,000	9.1
21-30	17.2	KES 20,000 - KES 30,000	21.6
31-40	27.6	KES 30,000 - KES 40,000	11.4
41-50	31.6	KES 40,000 - KES 50,000	26.1
>50 years	20.7	>KES 50,000	31.8

***OFSP puree bread consumer; female, aged 31-50+, educated and middle to high income earner***

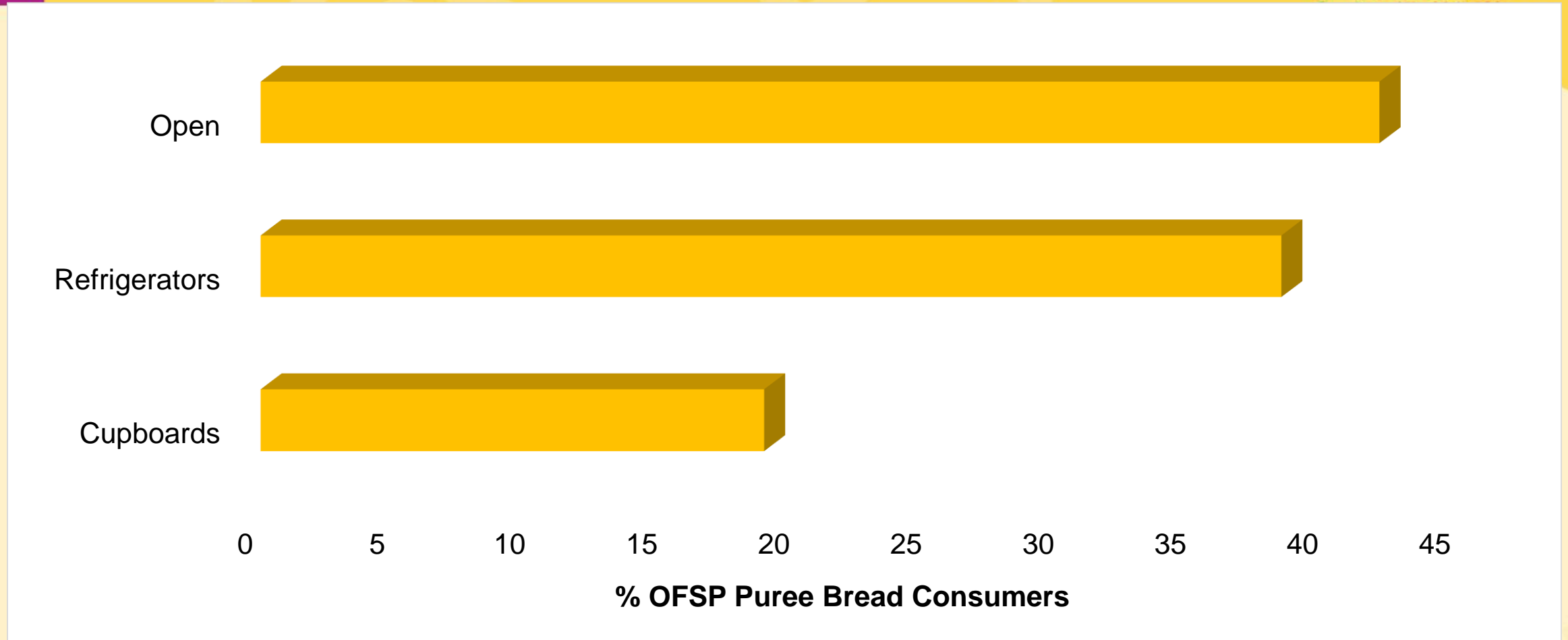
# Consumer Knowledge of OFSP & Products



Place of Birth	OFSP Root n=1024	OFSP bread N=519	OFSP bread Purchase n=235	Vitamin A n=1024
Nairobi	15.4	17.9	20.7	20.5
Western Region	27.2	17.5	16.1	20.8
Eastern region	6.6	9.8	10.3	7.6
Central Region	13.5	21.3	20.7	16.4
Rift Valley	8.7	11.1	11.5	9.7
The Coast	2.9	3.4	4.6	2.8
The North Eastern	3.9	5.1	5.8	3.0
Nyanza	21.8	13.6	9.8	18.5

***Consumers are more aware OFSP fresh roots and Vitamin A than the OFSP puree bread***

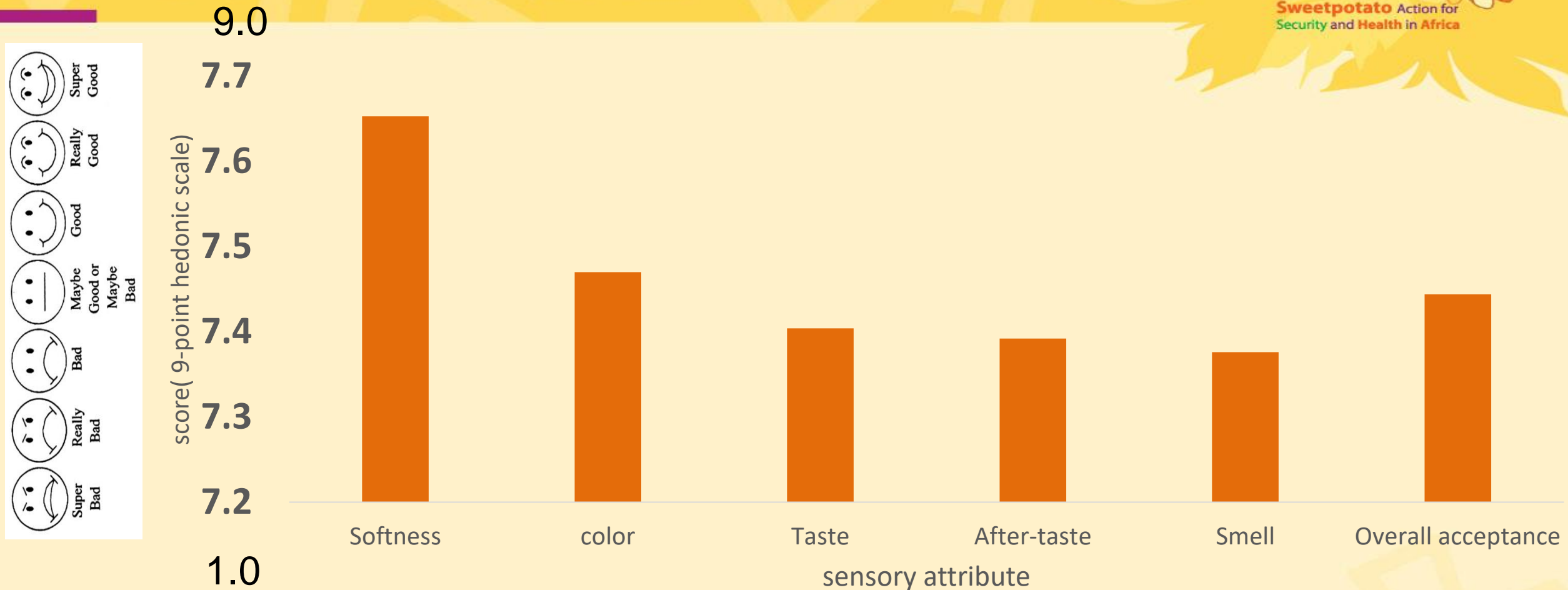
# OFSP Puree Bread Storage Practices



***42% of the consumers store their bread in the open, 38% in the refrigerator and the 20% in cupboards***

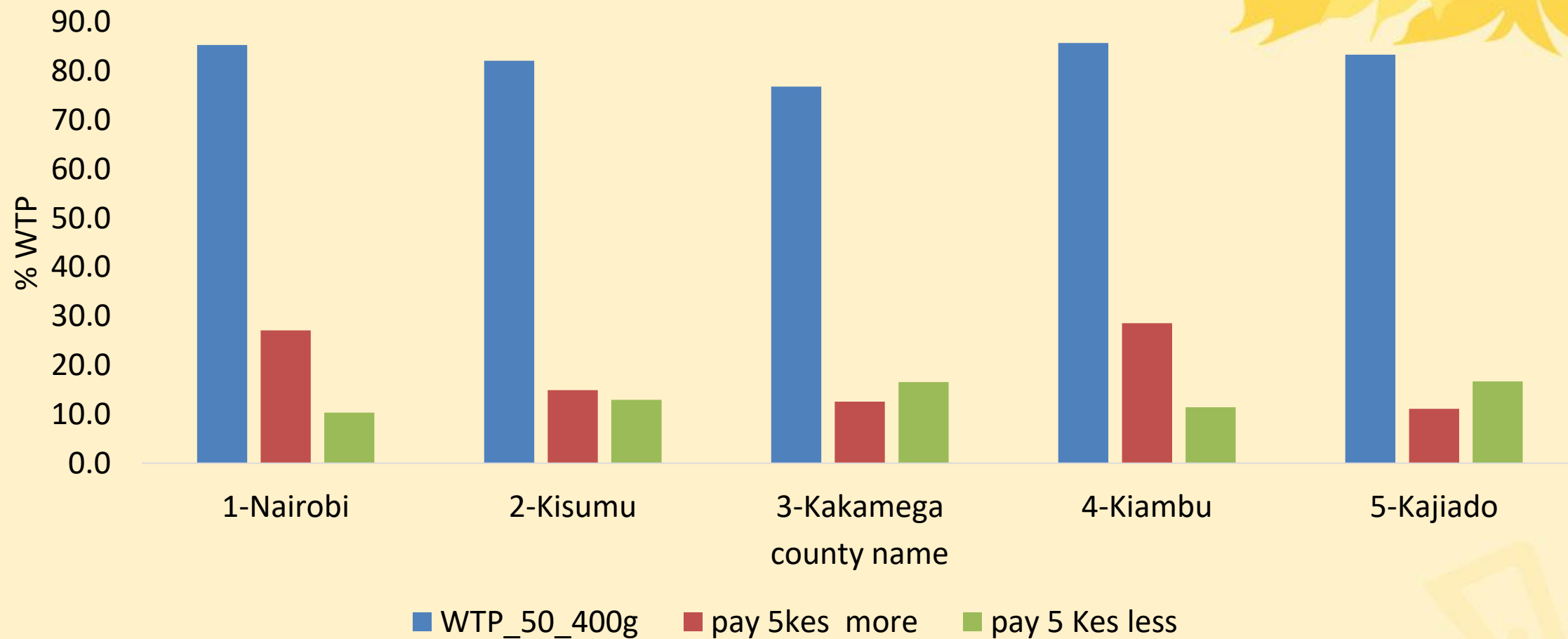


# OFSP Puree Bread Consumer acceptance



***OFSP puree bread was generally acceptable with an overall score of 7.44 on 9-point hedonic scale***

# Willingness To Pay For OFSP Puree Bread



**83% of the consumers are willing to pay the current price of the OFSP puree bread Ksh50.00/400g**

# Conclusions



- Demographic factors such as **age, gender, education and income level influence** the knowledge, practices and acceptance of OFSP and OFSP products
- The **OFSP puree bread was acceptable to consumers**. Consumers “moderately liked” the sensory attributes of the bread especially the texture
- **Consumers were willing to pay more for the OFSP puree bread** based on their knowledge on the nutritional benefits derived from the bread.
- Consumers recommended for **proper packaging of the bread**, brown OFSP puree bread and variety in unit package size to cater for large families

# Acknowledgment



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**THE END**



**THANK YOU**

**QUESTIONS**