



Consumer Preferences for “Ganda” (Edible Hide) Attributes in Sokoto Metropolis, North-Western Nigeria

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Abstract

A study was undertaken in Sokoto metropolis North-western Nigeria to identify attributes of Ganda, determine the relative importance and preferences for the identified attributes. A multi-stage sampling technique was used to select a total of 90 respondents from the largest (Local Government Areas) to the smallest administrative unit (Area) that make up the metropolis. Respondents were asked to list and rank according to their preferences Ganda attributes that are important to them. And to indicate their preference for retail cut size and reasons for their choice. Quality attributes of ganda identified in order of importance. Were Thickness > Cleanliness > Softness > Freshness > Hardness = Fattiness > Openness with respective proportion of 40.23, 37.93, 10.34, 5.75, 2.30, 2.30 and 1.15%. Preference for attributes on a rating scale of (1 very low to 5 very high) and relative importance (Rank scores) of attributes followed the same pattern, where thickness and cleanliness (between which there was no significant difference scored higher ($p < 0.05$) than all other attributes. There were no differences ($p > 0.05$) softness, freshness, hardness, fattiness and openness. A greater proportion of respondents (75.56%) prefer large retail cuts. The dominant reason for retail cuts choice was cheapness. Large, thick and clean Ganda cuts will offer more competitive advantage.

Keywords; *Quality Attributes; Preferences; Relative importanc;, Gand;, Retail cuts.*

1.0 INTRODUCTION

Ganda is an edible animal product obtained from hides of large animals like cattle, camel, and buffaloes. Ganda serve as a delicacy in many parts of Nigeria. Ganda also called *ponmo* in south western Nigeria (Obiri- Danso *et al.*, 2008; Okiel *et al.*, 2009). Ganda is a renewable

resource of national and international significance. It involves various types of businesses such as collecting, processing, marketing and distributing which provides many jobs in Nigeria. Nutritionally, Ganda provides bulk to food, contribute to satiety value and provides some protein to the body system,

though it does not have full complement of essential amino acids as in carcass meat. (Jibir, 2015; Personal communication). Ganda is consumed widely and is part of the Nigerian food culture, though there is a controversy concerning its production. There has even been a move to ban the production of Ganda as reported by Ibesmith, (2015); reason being that more revenue could be earned by processing the hides into leather. Despite the socio-economic and nutritional importance of Ganda very little attention is paid to its study, the studies are limited. Researches related to it were scanty and not comprehensive enough so as to allow for a proper understanding. Being it an important meat and part of the food culture. The main objective of this study was to study its consumer preferences for the retail cuts categories, attributes and relative importance of the quality attributes. The work will help consumers to have a broad knowledge on Ganda. It will also guide their choice of retail cuts in order to maximize benefits. Producers will increase their profit through an understanding of consumer preferences. Policy makers will benefit from this research by having more information to enable better decision making. Research will benefit from questions raised by the study.

2.0 METHODOLOGY

2.1 Study Plan

The study was divided into two phases; the first phase is a consumer survey which involved obtaining information on consumer, preferences towards Ganda. In the second phase Ganda samples were collected from Sokoto Fish and Vegetables Market, transported to Agric Physical Laboratory of Usmanu Danfodiyo University, Sokoto for measurements of quality characteristics.

2.1.1 PHASE I

A multi-stage sampling technique was used to select a total of 90 respondents from the five Local Government Areas that make up Sokoto metropolis. In the first stage nine wards were selected proportionately; three wards from each of Sokoto North and Sokoto South (being the Local Government Areas that are wholly within the Metropolis) and one location from each of Wamakko, Kware and Dange Shuni. In the second stage, one area were randomly selected from each of the wards and in the third stage 10

respondents were selected from each area using convenient sampling. Two self-evaluating preference and relative importance of attributes assessment methods, ranking and list. Respondents were asked to list and rank Ganda attributes that are important to them. The ranks were converted to scores, where first ranking attribute gets the highest score and the last ranked gets the least score and so forth.

2.1.2 PHASE II

In this phase the different retail cuts were also compared for Ganda attributes. The attributes included those obtained from phase I, Quality attributes were then compared for scores using Analysis of Variance (ANOVA) to determine their relative importance. Respondents were asked to list the preferred characteristics of Ganda and to score each characteristic on a subjective scale of 1 (very low) to 5 (very high). The characteristics were then compared for their scores to determine preferences for the attributes. While they were also asked to choose the most preferred retail cuts among the three retail categories (Small, Medium and Large) and state a reasons for preference.

3.0 RESULTS AND DISCUSSION

3.1 Quality Attributes and their Relative Importance

Quality attributes identified from respondents, the proportion of respondents that mentioned them, their relative importance and preferences are presented in Table 1. Majority of the respondents (40.23 and 37.93 %), consider thickness and cleanliness, respectively as the most important attributes when purchasing Ganda, softness, freshness, hardness, openness and fattiness were less important. Preferences for these attributes follow the same trend as their relative importance.

The reason for preference of thickness might be the inherent need for maximizing quantity. This is in agreement with the report of Joseph (2006), where he found that more respondents preferred thick Ganda in his research. The preference for cleanliness corresponds to preferences for clean shell eggs in the same study area from the research of (Jibir, *et al.*, 2012; Jibir, *et al.*, 2013).

Table 1: Attributes and Quality characteristics of good Ganda citation mentioned by the respondents.

Attribute	Proportion (%)	Relative Importance	Preference for attribute
Thickness	40.23	0.57 ^a	3.01 ^a
Cleanliness	37.93	0.47 ^a	2.41 ^a
Softness	10.34	0.11 ^b	0.70 ^b
Freshness	5.75	0.09 ^b	0.47 ^b
Hardness	2.30	0.03 ^b	0.20 ^b
Fattiness	2.30	0.01 ^b	0.10 ^b
Openness	1.15	0.02 ^b	0.06 ^b
SEM		0.05	0.26

^{ab} = means bearing different superscript along the same column differ ($p < 0.05$)

3.2 Ganda retail cuts preference

A greater proportion of respondents (75.56%) prefer large retail cuts (Table 2). Major reason for retail cut categories preference was cheapness. This was also reported by Joseph (2006). Peoples are inherent need for maximizing quantity as reported in a study on the same study area on egg sizes preference by Jibir, et al. (2012).

Table 2: Preference (% of respondents) for retail cuts of Ganda and reasons proffered.

Retail Cut	Reason to offer	Proportion (%)
Small	Cheap	11.11
	Require no cutting	
	Thin	
Medium	Cheap	13.33
	Easy to cook	
Large	Cheap	75.56
	Thick	
	Higher Quality	

4.0 CONCLUSION

Quality attributes identified were, cleanliness, thickness, softness, openness and fattiness.

Thickness and cleanliness are the most important attributes and preferred attributes by the consumers in the study area.

Producers of Ganda should pay more attention to thickness and cleanliness of the products to gain more competitive advantage.

Large retail cuts are more preferred than medium and small.

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