

Title Analysis of consumer preferences of banana in Nigeria
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Citation Program and Abstracts, Banana 2008, Banana and plantain in Africa: Harnessing international partnerships to increase research impact, Leisure Lodge Resort, Mombasa, Kenya, 5-9 October 2008. 198 pages.
Keyword banana; marketing

Abstract

The acceptance of banana fruit is mainly due to its sensorial aspects, nutritional value and convenience, while the identification of customer needs and desires constitute a critical aspect of marketing. This study looked at consumer preferences of a local market (Iloin town, Kwara state) regarding fruit quality attributes of fresh mature banana. The analytical tools used include descriptive statistics, ranks and LSD. Data was collected using questionnaires structured for personal interview with 200 people. Quality attributes (variables) questioned and appraised included fruit appearance, color, texture, aroma, flavor and shelf-life. In agreement with consumer preferences, fruits of an ideal mature banana should present characteristics such as 10-12 fingers (fruits), fingers of medium or big size, medium diameter, present angularity, light-yellow pulp color, absence of black spots on peel, firm texture, aroma and flavor of medium intensity, medium sweetness and shelf-life of 7-10 days under natural conditions. The flavor, shelf-life and appearance of the banana fruits are considered the most important attributes at purchase, according to the consumers.