ABSTRACT

Understanding consumer acceptance of leafy African indigenous vegetables (AIVs) is important in enhancing their consumption levels so as to increase micronutrient intake. Cooked leaves from AIVs are traditionally consumed together with starchy staple food. Acceptance of leafy AIVs for consumption was evaluated using multivariate Probit model. Due to potential heterogeneity in consumer characteristics, a comparison was made between rural and urban dwellers. A stratified multistage sampling technique was used to select a sample of 168 rural and 282 urban respondents and data were collected using a pre-tested semi-structured questionnaire. African night shade (Solanum scabrum Mill.) had the highest acceptance level, followed by cowpea (Vigna unguiculata L. Walp.) while slender leaf (Crotalaria brevidens Benth) was least accepted by rural and urban dwellers. Apart from jute mallow (Corchorus olitorius L.), all vegetables were better accepted by rural than urban dwellers, with differences between cowpea and amaranth (Amaranthus cruentus L.). Age and occupation influenced acceptance of leafy AIVs by rural dwellers, but gender, household size, market information, and retail price explained their acceptance by urban dwellers. For rural and urban dwellers, income and market distance decreased and increased acceptance of A c c e p t e d M a n u s c r i p t 2 leafy AIVs, respectively. Improved knowledge of AIVs among urban-male, and youngerrural, household decision makers could increase acceptance of leafy AIVs.