
**BUSITEMA UNIVERSITY ARAPAI CAMPUS
FACULTY OF AGRICULTURE AND ANIMAL SCIENCES
DEPARTMENT OF AGRIBUSINESS AND EXTENSION**

**ASSESSING THE PREFERENCES AND PURCHASE BEHAVIOUR OF SWEET
POTATO CONSUMERS IN LUUKA TOWN COUNCIL, LUUKA DISTRICT**

BY

MUKEBEZI JUSTINE

BU/UP/2021/2988

justinemukebezi637@gmail.com

SUPERVISOR:


MR. OKIROR SIMON PETER

**A SPECIAL PROJECT REPORT SUBMITTED TO THE DEPARTMENT OF
AGRIBUSINESS AND EXTENSION IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF BACHELOR
OF AGRIBUSINESS OF BUSITEMA UNIVERSITY**

OCTOBER 2024

DECLARATION

This study is my own original work and has not been published or submitted for any other degree award to any other university.

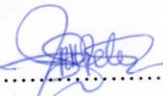
Signature  Date 7/11/2024

Mukebezi Justine

BU/UP/2021/2988

APPROVAL

This Special Project Report has been conducted and prepared in accordance with the academic guidelines of the Agribusiness Programme in the Department. It has undergone thorough reviews and is hereby approved as suitable for submission in fulfillment of the requirements for the course.

Signature  Date 07 Nov 2024
The signature is a cursive blue ink mark. The date is handwritten in blue ink as '07 Nov 2024'.

Mr. Okiror Simon Peter

Academic Supervisor

DEDICATION

I dedicate my dissertation to the Almighty God who enabled me to finish this Special Project and my entire family who helped me financially, mostly my parents.

ACKNOWLEDGEMENTS

First and foremost, I express my deep gratitude to the Almighty God for the guidance and support I received throughout the study.

I am grateful to my supervisor Mr. Okiror Simon Peter for his dedicated time and guidance ensuring that this research met the required standards.

I would also like to acknowledge the invaluable contributions of the members of the Agribusiness and Extension Department including my instructors and fellow students pursuing the Degree of Agribusiness who provided assistance in various capacities.

Lastly, I extend my thanks to my family and my friends for the unwavering encouragement and support throughout the course of this study.

TABLE OF CONTENTS

DECLARATION	ii
APPROVAL	iii
DEDICATION	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	viii
LIST OF ACRONYMS	ix
ABSTRACT	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem statement	3
1.3 Research objectives	4
1.4 Research questions	5
1.5 Significance	5
1.6 Justification	5
Conceptual frame work	5
1.7 Scope	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.1 Origin and distribution of sweet potatoes	7
CHAPTER THREE	11
METHODOLOGY	11
3.1 Research design	11
3.2 Research approaches	11
3.3 Description of the study population	11
3.4 Sampling strategies	11

CHARPTER FOUR	13
PRESENTATIONS AND DISCUSSION OF RESULTS	13
4.2 objective one: To describe the attributes preferred by sweet potato consumers in Luuka Town Council, Luuka district	15
CHARPTER FIVE	21
CONCLUSIONS AND RECOMMENDATIONS	21
5.1 Conclusions	21
5.3 Suggestions for further studies	21
REFERENCES	22
APPENDICES	24
APPENDIX 1: RESEARCH QUESTIONNAIRE	24
APPENDIX 2:	38
Map of Luuka district showing Luuka Town Council	38

LIST OF TABLES

Table 1 socio-demographic characteristics (categorical).....	14
Table 2 showing type of sweet potato consumed	15
Table 3 showing the forms of sweet potatoes consumed.....	15
Table 4 showing attributes desired by consumers	16
Table 5 showing price perception on sweet potatoes.....	16
Table 6 showing health benefits	16
Table 7 showing nutritional benefits.....	17
Table 8 showing environmental benefits	17
Table 9 showing social cultural	18
Table 10 showing economic benefits.....	18
Table 11 showing frequency of sweet potato consumption.....	18
Table 12 showing frequency of sweet potato consumption.....	19
Table 13 showing duration of time complete food	19
Table 14 showing purchased quantity, price and distance.....	20

LIST OF FIGURES

Figure 1 showing map of study area	38
--	----

LIST OF ACRONYMS

FAO	Food and Agriculture Organization of the United Nations
Ha	Hectare
MT	Metric tons
OFSP	Orange Fleshed Sweet Potatoes
RFSP	Red Fleshed Sweet Potatoes
SSA	Sub-Saharan Africa
USA	United States of America
VAD	Vitamin A Deficiency
WFSP	White Fleshed Sweet Potatoes

ABSTRACT

The study assessed the preference and purchase behavior of sweet consumers in Luuka Town Council, Luuka district. Understanding the consumption decisions for the sweet potatoes enhances the utilization of the sweet potato crop and the study involved use of descriptive statistics to identify the characteristics that drive consumer preferences for sweet potatoes and to determine the frequency and purchase volume of sweet potato consumers. Random sampling technique was adopted to select the 110 respondents and data was collected using the structured questionnaire with both closed and open-ended questions. Results in the report indicated that the preference level was influenced by form, nutritional benefits, forms of sweet potatoes were considered as the factors that drive consumer preference for the sweet potatoes. In relation to frequency and purchase volume of sweet potato sweet consumers, most of the respondents consume sweet potatoes a few days in a week and purchased more quantity at far distance.

CHARTER ONE

INTRODUCTION

1.1 Background

Sweet potato (*Ipomoea batatas* L.) is a dicotyledonous plant of the root and tuber crops that belong to the morning glory family, *Convolvulaceae*, of the order *Solanales*. It is distantly related to the common potato (*Solanum tuberosum*). It is a short duration crop that could be cultivated more than once in a year. It is extensively cultivated in the tropics usually requiring low inputs and less management and does well in marginal soils, thereby giving a reasonable yield than most other root crops (Nabay et al., 2020a). Sweet potato is a starchy crop that originated from South America and was introduced to Europe between 1565 and 1573 Anno Domini (AD) (Sanusi et al., 2016). It is one of the world's most important food crops due to its high nutritive value and yielding capacity (Sanusi et al., 2016). It is cultivated in over 100 developing countries and ranks among the five most important food crops in more than half of them (Sanusi et al., 2016). It is adaptable to different climatic conditions, and a reliable source of food throughout Sub-Saharan Africa (SSA). There have been efforts in introducing nutrient rich crop varieties such as Orange Fleshed Sweet Potatoes (OFSP) to increase sweet potato contribution to health diets. OFSP is essential in combating mal nutrition including Vitamin A Deficiency (VAD). The OFSP is also a source of complex carbohydrates, vitamins (A, B, C), Calcium and Iron. Vitamin A plays a vital role in the functioning of the visual system, growth and development and reproduction (Neela & Fanta, 2019)

Sweet potato is regarded as a food security crop majorly because of its reliable yields and easily propagated and grows with no inputs on degraded soils under a range of rainfall patterns. It has proven its value as a disaster recovery crop and reliably produce adequate yields under marginal conditions and minimum care which is an advantage for poor households where members depend on diverse livelihood strategies (Sanusi et al., 2016). The crop offers a variety of health benefits like improving insulin sensitivity in diabetes, maintaining healthful blood pressure levels, improving digestion and regularity, protecting eye health, boosting immunity and reducing inflammation (Sanusi et al., 2016). Sweet potato tubers can be consumed by man while

REFERENCES

- Abong et al. (2016). (PDF) *A Review of Production, Post-Harvest Handling and Marketing of Sweetpotatoes in Kenya and Uganda* (p. 181). https://www.researchgate.net/publication/311779904_A_Review_of_Production_Post-Harvest_Handling_and_Marketing_of_Sweetpotatoes_in_Kenya_and_Uganda
- Akinyi, O. A. (2022). *Assessment of Consumers' Purchasing Behaviour and Preferences for Value-added Sweet Potato Products: a Case of Homabay and Nairobi Counties, Kenya*. https://www.researchgate.net/publication/311779904_A_Review_of_Production_Post-Harvest_Handling_and_Marketing_of_Sweetpotatoes_in_Kenya_and_Uganda
- Bocher, T., Sindi, K., Muzhingi, T., Nshimiyimana, J. C., Nzamwita, M., & Low, J. (2019). Investigating consumer preferences and willingness to pay for Orange-fleshed Sweet potato (OFSP) juice in Rwanda. *Open Agriculture*, 4(1), 227–236. <https://doi.org/10.1515/opag-2019-0021>
- Edgar, T., & Sarah, M. (2018). *State Of Knowledge Report: Sweet Potato - Uganda*. 49. https://mel.cgiar.org/reporting/download/report_file_id/13323
- Ibadan. (2018). *State of Knowledge Report State of Knowlegde on Quality Traits of Cassava: Fresh & Gari/Eba. December*. [https://mel.cgiar.org/reporting/download/report_file_id/13323#:~:text=Total production of sweet potato,\) and Kyenjojo \(Western\)](https://mel.cgiar.org/reporting/download/report_file_id/13323#:~:text=Total production of sweet potato,) and Kyenjojo (Western)).
- Moyo, M., Ssali, R., Namanda, S., Nakitto, M., Dery, E. K., Akansake, D., Adjebeng-Danquah, J., van Etten, J., de Sousa, K., Lindqvist-Kreuze, H., Carey, E., & Muzhingi, T. (2021). Consumer Preference Testing of Boiled Sweetpotato Using Crowdsourced Citizen Science in Ghana and Uganda. *Frontiers in Sustainable Food Systems*, 5(February), 1–17. <https://doi.org/10.3389/fsufs.2021.620363>
- Nabay et al. (2020a). Analysis of the profitability and marketing distribution channels of sweet potato business in Sierra Leone. *Journal of Agricultural Extension and Rural Development*, 12(2), 26–35. <https://doi.org/10.5897/jaerd2019.1123>
- Nabay, O., Koroma, M., Johnson, A. J., & Kassoh, F. S. (2020b). *Analysis of the profitability and marketing distribution channels of sweet potato business in Sierra Leone*. 12(June), 26–

35. <https://doi.org/10.5897/JAERD2019.1123>
- Neela, S., & Fanta, S. W. (2019). Review on nutritional composition of orange-fleshed sweet potato and its role in management of vitamin A deficiency. In *Food Science and Nutrition* (Vol. 7, Issue 6, pp. 1920–1945). <https://doi.org/10.1002/fsn3.1063>
- Nuani, F. O., Gido, E. O., & Ayuya, O. I. (2022). Consumer preference for selected roots and tubers among urban households. *International Journal of Vegetable Science*, 28(6), 589–602. <https://doi.org/10.1080/19315260.2022.2070570>
- Prakash, P., Kishore, A., Roy, D., & Behura, D. (2016). Economic Analysis of Sweet Potato Farming and Marketing in Odisha. In *Journal of Root Crops* (Vol. 42, Issue 2, pp. 163–167). <https://cgspace.cgiar.org/items/bb138d68-e998-4284-a4ff-b22858cff553>
- Sanusi, M. M., Lawal, O. I., Sanusi, R. A., & Adesogan, A. O. (2016). Profitability of sweet potato production in derived savannah zone of Ogun State, Nigeria. *Journal of Agriculture and Social Research (JASR)*, 16(1), 16–27. <https://www.ajol.info/index.php/jasr/article/view/166722%0Ahttps://www.ajol.info/index.php/jasr/article/download/166722/156161>
- Soare, E., & Chiurciu, I.-A. (2021). Study on the Dynamics of Potato Production and Worldwide Trading During the Study on the Dynamics of Potato Production and Worldwide Trading During the Period 2012-2019. *Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development*, 21(December), 2021. <https://www.researchgate.net/publication/357328970>
- Sobczak, A. (2016). 0 | Page. *National Digital Archives*, 241. https://www.ubos.org/wp-content/uploads/publications/04_2022AAS2019_Report.pdf
- Tabassum, R., Fazal, M. A., & Scholar, R. (2022). Health Benefits of Sweet Potatoes: a Scientific Review. *Peer Reviewed and Refereed Journal*, 816(6), 4. <http://ijmer.in.doi./2022/11.04.180>