

Consumer Perceptions and Attitudes Towards Chevron and Chevron-Derived Products in South Africa

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Abstract

Structured, self-administered questionnaires were used to analyse consumer perceptions and attitudes about chevon and chevon-derived products among 243 consumers randomly selected in Amathole and Buffalo City Municipalities in South Africa. Chevron was regarded as the most favoured by 10.7 % of the participants, and the least desired by 89.30 %. Nationality had a highly significant ($P < 0.01$) impact on chevon preference. Despite 15.64 % of South Africans willing to consume chevon on a regular basis, its consumption was limited to religious occasions (61.73 %). Palatability (47.74 %), tenderness (20.16 %) and availability (9.05 %) of chevon were used to determine overall acceptability (23.05 %). When compared to other meats, South African consumers disliked chevon. Furthermore, the majority of South African consumers are unaware of chevon's nutritional benefits. A deliberate effort to promote chevon as a healthy product and raise awareness of it could increase demand.