

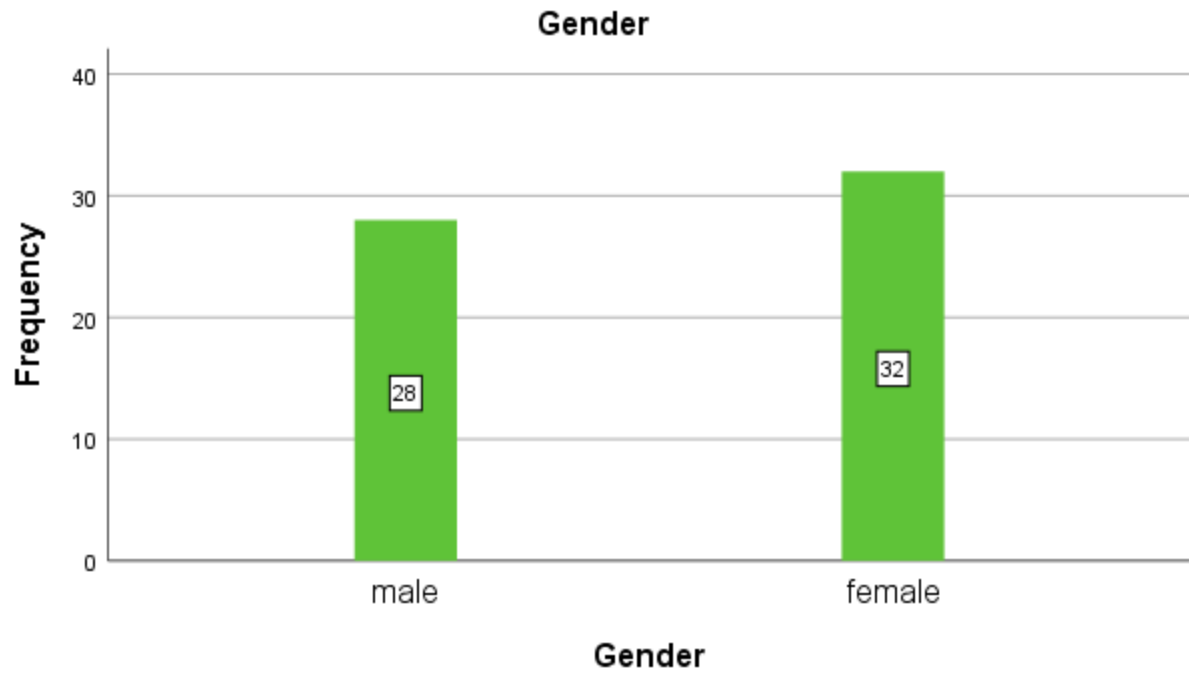
## DATA ANALYSIS AND PRESENTATION

Data have been analyzed by using the SPSS- software – (Statistical package for social science)

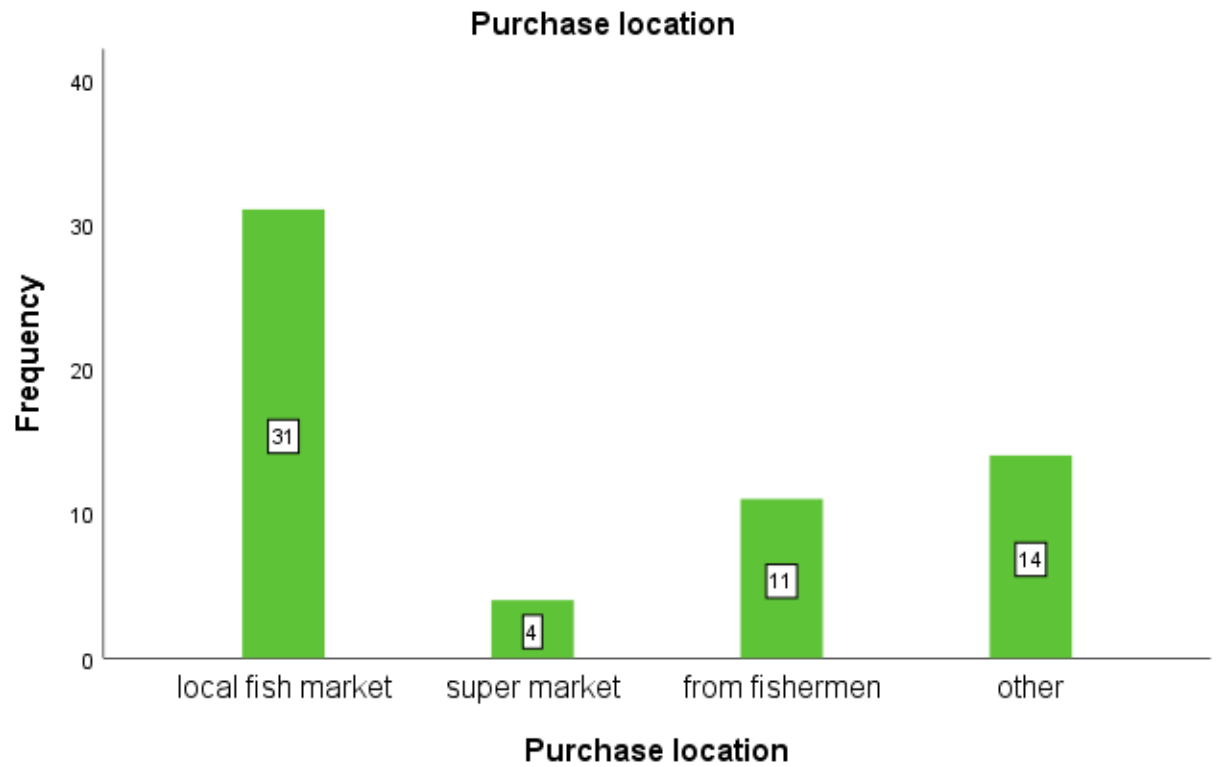
### Descriptive statistics

The descriptive analysis provides an overview of the demographic and behavioral characteristics of the 60 respondents in the study. The gender distribution shows a fairly balanced representation, with **53.3%** being female (**n = 32**) and **46.7%** male (**n = 28**). Regarding fish type preference, the majority of respondents expressed a strong inclination toward wild-caught fish, with **63.3%** (**n = 38**) indicating it as their preferred choice. In comparison, **26.7%** (**n = 16**) preferred farmed fish, while **10.0%** (**n = 6**) reported no specific preference. These figures clearly highlight a dominant consumer trend favoring wild-caught fish in Dar es Salaam. In terms of purchase location, more than half of the respondents (**51.7%, n = 31**) typically acquire fish from local fish markets, making it the most common sourcing channel. This is followed by “other” sources (**23.3%, n = 14**), purchases made directly from fishermen (**18.3%, n = 11**), and lastly, supermarkets (**6.7%, n = 4**).As shown in tables below.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	28	46.7	46.7	46.7
	female	32	53.3	53.3	100.0
	Total	60	100.0	100.0	

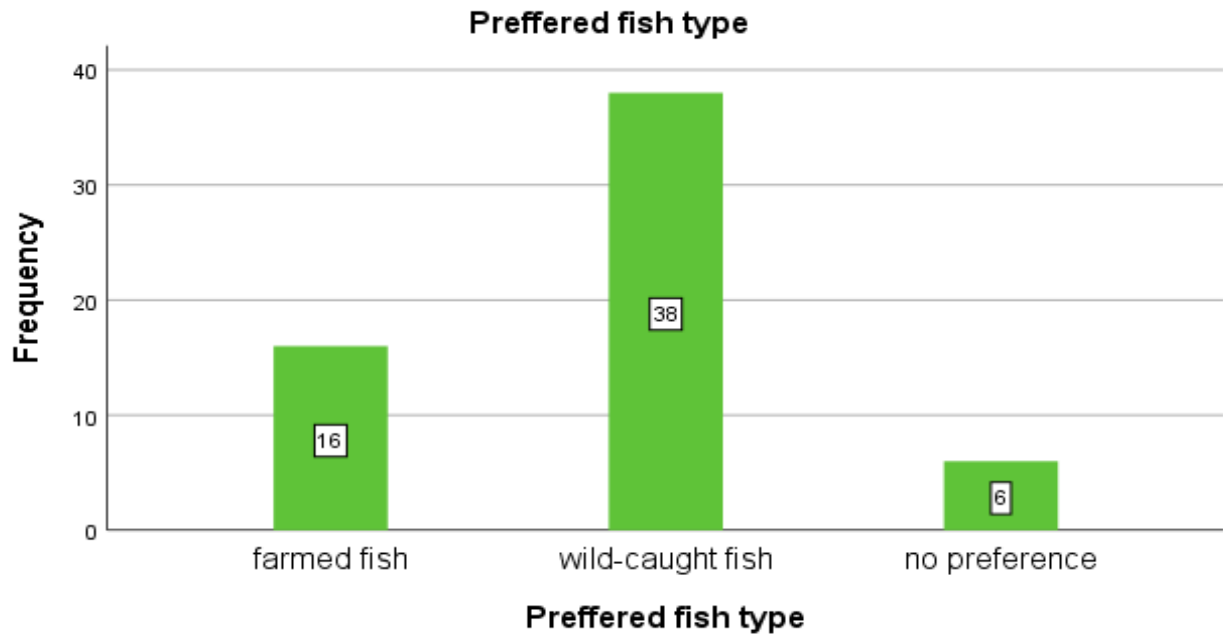


Purchase location					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	local fish market	31	51.7	51.7	51.7
	super market	4	6.7	6.7	58.3
	from fishermen	11	18.3	18.3	76.7
	other	14	23.3	23.3	100.0
	Total	60	100.0	100.0	



**Preferred fish type**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	farmed fish	16	26.7	26.7	26.7
	wild-caught fish	38	63.3	63.3	90.0
	no preference	6	10.0	10.0	100.0
	Total	60	100.0	100.0	



### Objective no 1

**To critically examine the socio-economic and psychological determinants that shape customer perceptions and drive consumer preferences between farmed and wild-caught fish in Dar es Salaam.**

This section aimed to critically examine the socio-economic and psychological determinants that shape customer perceptions and drive consumer preferences between farmed and wild-caught fish in Dar es Salaam. To achieve this, statistical analysis was conducted using SPSS software, where Chi-square tests of independence were applied to assess the relationships between the dependent variable (preferred fish type) and key socio-economic factors, namely Purchase location and Reason for preference.

The results demonstrated a statistically significant association between fish preference and the location from which consumers purchase their fish ( $\chi^2 = 47.418$ ,  $df = 6$ ,  $p < 0.001$ ). Consumers who purchased fish from local fish markets or directly from fishermen showed a strong preference for wild-caught fish, whereas those who obtained their fish from supermarkets or other locations tended to prefer farmed fish. This finding suggests that market channel plays a crucial role in shaping consumer perceptions and choices, likely due to differences in availability, product presentation, or perceived freshness.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	47.418 <sup>a</sup>	6	.000
Likelihood Ratio	53.490	6	.000
N of Valid Cases	60		

### Cross tabulation Preferred fish type vs Purchase location

		Purchase location				Total
		local market	fish super market	from fishermen	other	
Preferred fish type	farmed fish	1	3	0	12	16
	wild-caught fish	26	0	11	1	38
	no preference	4	1	0	1	6
Total		31	4	11	14	60

Additionally, the Chi-square test examining the reason for preference also revealed a significant relationship with fish type preference ( $\chi^2 = 26.047$ ,  $df = 8$ ,  $p = 0.001$ ). Respondents who preferred wild-caught fish frequently cited taste, quality, and price as their primary reasons, while those who favored farmed fish mostly emphasized quality. Interestingly, participants who indicated no strong preference were more likely to cite availability as the dominant factor in their decision-making. These results underscore the importance of sensory attributes and product accessibility in shaping consumer attitudes toward different fish types.

### Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.047 <sup>a</sup>	8	.001
Likelihood Ratio	23.456	8	.003
N of Valid Cases	60		

### Cross tabulation Preferred fish type vs Reason for preference

			Reason for preference					Total
			price	quality	availability	health benefits	taste	
Preferred fish type	farmed fish		3	10	1	0	2	16
	wild-caught fish		8	11	5	1	13	38
	no preference		1	0	5	0	0	6
Total			12	21	11	1	15	60

### Objective no 2

**To analyze the interplay between customer awareness, perceived value, and market behavior in relation to farmed and wild-caught fish, identifying key demographic and economic variables influencing consumer decisions.**

A Chi-square test was conducted to examine the relationship between consumers fish preference and their perception of health benefits associated with wild-caught fish. The results indicate a statistically significant association between these two variables, with a Pearson Chi-square value of 15.639, degrees of freedom (df) = 4, and a p-value = 0.004 ( $p < 0.05$ ).

This result suggests that consumer perceptions of health benefits significantly influence their fish preference. Specifically, most respondents who rated the health benefits of wild-caught fish as “very positive” or “positive” tended to prefer wild-caught fish. In contrast, those with neutral or less favorable perceptions were more evenly distributed across farmed fish or had no preference.

#### Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.639 <sup>a</sup>	4	.004
Likelihood Ratio	16.387	4	.003
N of Valid Cases	60		

#### Crosstabulation Preferred fish type vs Health benefits perception in wild caught fish.

		Health benefits perception in wild caught fish.			
		very positive	positive	neutral	Total
Preferred fish type	farmed fish	2	7	7	16
	wild-caught fish	22	13	3	38
	no preference	4	2	0	6
Total		28	22	10	60