

**ABSTRACT**

This study was carried out with the aim of achieving a good knowledge on the fish consumption habits and preferences and determining the motives and barriers of fish consumption of consumers living in Anyinam in the Eastern Region of Ghana. A comprehensive and simple questionnaire (27 questions) was developed and a total of 90 individuals were interviewed from December 2016 to February 2017. Out of the 90 respondents interviewed, 84.4% consume fish whilst 15.6% do not consume fish. From this study, 76 respondents were interviewed on their preference of fish consumption 61.8% consume fresh or frozen food while 2.6% consume fish in other forms. It was reported from this study that, 22.4% consume fish products twice a week and 13% consume fish products once a month. Respondents provided demographic data and fish consumption patterns towards frequencies, average meal portion wild, farmed fish preferences.

**Objectives of the Study**

The study has the following specific objectives:

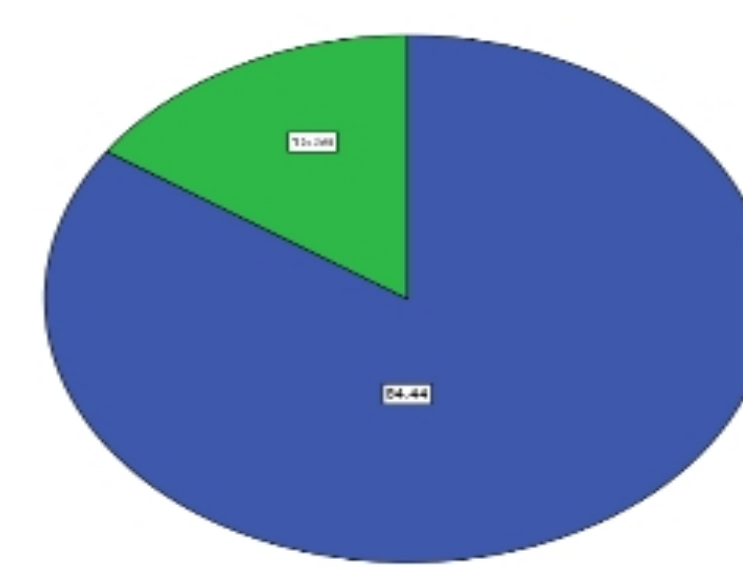
1. To assess fish consumption preference.
2. To assess factors which influencing consumption.
3. To assess consumers knowledge about fish.

**Background**

Fish is one of the most important sources of animal protein available all over the world for human consumption. In the last three decades, fisheries and aquaculture production had grown significantly and had increased the world's capacity in consumption and provide nutritious food. Fish eaten as a whole provide high source of proteins that contains all the essential amino acids, essential fats and other nutrients such as vitamins (A, B and D) and minerals (calcium, iodine, zinc, iron and selenium) with low per capita fish consumption, small quantities of fish have a significant positive nutritional impact on plant based diets and this is found in many Low Income Food-deficit Countries (LIFDCs) and least-developed countries. Fish intake helps in providing health benefits to human beings such as protection against cardiovascular diseases and development of the brain in infants to prevent child mortality. Experts agree that the positive effects of high fish consumption largely outweigh the potential negative effects associated with safety risks (FAO, 2016).

**Data Analysis**

Data collected from the respondents were analysed and the results presented by means of charts and frequency distribution table using statistical package for social science (SPSS) version 17.0.

**Fish consumption in Anyinam**

n=90

**Fish consumption pattern**

Out of the 90 respondents that were interviewed, 84.4 percent of the respondents (n=90) buy or consume fish/fishery products while 15.56 percent of the respondents do not buy or consume fish. The results presented in this chapter relate to fish consumption per capita, consumption habits (purchases and preferences), and knowledge of consumers with regards to the benefits of eating fish and other fishery products, basic hygiene and other factors such as the handling and conservation of fish. Attitudes toward fish consumption were also investigated. The results also provide an insight into the general characteristics of the consumer.

**Pre Testing Process**

The questionnaire was pre-tested at the Anyinam in December 2016 with 20 interviewees to find any ambiguities in the questions. I made sure the time taken for per interview does not exceed more than ten (10) minutes. After the pre-testing, some questions were reformulated, as some respondents encountered difficulties and/or were confused with some of the questions asked. The survey questionnaire can be found in Appendix A.

**Data Collection**

Face-to-face interviews were conducted using questionnaire. Data was collected using in convenience sampling. At the beginning, respondents were briefed as to the purpose of the interview and were assured of the privacy of their responses. The open-ended questions were asked in a probing, unbiased manner to encourage the respondents to voice their opinions (Plate 1).

**Conclusion**

consumption avoidance, reflecting traditional and/or perceptions and beliefs could be addressed through targeted education programs, starting at the community level. These programs could emphasize the nutritional benefits of eating fish in particular and stimulate growth in the fishery sector. Improving supply chain management and processing facilities, thus enhancing obvious economic and social benefits, could also address perceptions relating to poor product quality