

Offer Master Thesis at Thünen Institute of Market Analysis on:

Perceptions, attitudes, and willingness to pay for local dairy products in Ghana

Background

International trade exposes consumers to products from different origins which consequently influences their behaviour. European dairy companies for instance continue to expand their operations in Africa, with a significant presence in the West African region. This region is often seen as one with tremendous market potential (Magnani, Ancey, & Hubert, 2019; Broutin, Levard, and Goudiaby, 2018; Corniaux, 2018). Ghana and Senegal are some countries in West Africa that import huge volumes of dairy products from Europe. Moreover, the dairy processing industries of these two nations which have witnessed tremendous growth over the last two decades (Corniaux, 2018; Oppong-Apane, 2016) relies on imported milk powder (Boimah, Weible, & Weber, 2021; Corniaux, 2018; Oppong-Apane, 2016; Lefèvre, 2014). Despite the influx of imported dairy products, consumers in Senegal express positive perceptions towards local dairy products and would prefer to buy them if they are available (Boimah, & Weible, 2021; Lefèvre, 2014).

The objective of this study is to answer similar questions in Ghana; how do Ghanaian consumers perceive local dairy products? Are they willing to pay for local dairy products if they were made available? What are consumers' opinions on the government's role in improving the dairy sector?

The master student will be supervised by the Thünen-Institute of Market Analysis. The thesis will be written in English within the Thünen project 'Impex' (<https://www.thuenen.de/en/cross-institutional-projects/impact-of-meat-and-dairy-exports-on-developing-countries/>).

How to apply: Please contact Dr. Daniela Weible (daniela.weible@thuenen.de) via email by sending us a brief motivation letter.