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## Unraveling the Shift: Exploring Factors Influencing Protein Preference and Consumption Patterns in Ga South Municipality of Ghana

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### Abstract

This study aims to unravel the factors influencing protein preference and consumption patterns in the Ga South Municipality of Ghana. Understanding the determinants of protein preferences is crucial for promoting environmentally friendly and healthy dietary habits. One hundred and fifty structurally designed questionnaires were collected from a representative sample of residents in the municipality through a random sampling approach. The study explored the socio-cultural and economic factors that shape protein preferences and consumption behaviors. Additionally, the study examined the role of awareness, knowledge, and availability of protein sources in influencing dietary choices. Findings revealed that respondents consume protein daily, but the pattern varies with sources. Plant protein consumption was weekly, while animal protein was consumed daily. Respondents know the nutritional benefits of protein consumption and the degree of healthiness of protein sources. A significant finding was that price influences the decision to consume and the preference for protein sources. The findings of this research provide valuable insights into the complex dynamics of protein preference and consumption, contributing to the development of targeted interventions and policies that promote sustainable and nutritious food choices in the Ga South Municipality of Ghana. While awareness for protein nutrition is high, the price remains a deterrent to accessing protein in Ga South Municipality. Policymakers must support local food production and reduce the high cost of transportation and logistic barriers, often creating a massive difference between farm gate and market prices.

**Keywords:** *Animal protein, Ghana, consumption, plant protein, preference*

