



An analysis on consumer behaviour towards meat consumption in Jammu

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ABSTRACT

The present study analyses the consumers meat consumption behaviour in Jammu district of Jammu and Kashmir. After preparing the comprehensive list of meat markets operating in Jammu district, three meat markets were selected, and from each selected meat market ten retail meat shops were randomly chosen. From each randomly selected retail meat shop, a list of consumers was prepared. Out of the list four consumers were selected randomly to make a sample size of 120 consumers. Data were collected through a well structured interview schedule. The data were coded, classified, tabulated and analyzed using the software; Statistical Package for the Social Science (SPSS 16.0). The presentation of data was done to give pertinent, valid and reliable answer to the specific objectives. Frequencies, percentage, mean and standard deviation were worked out for meaningful interpretation. It was found that majority of consumers started meat consumption in early childhood and any change in the meat consumption habit was insignificant. Most of the consumers preferred chicken meat twice a week and consumption was enhanced during winter and rainy seasons while due to religious sentiments some consumers avoided consuming meat on specific days. Visual examination and fresh and disease free meat were the most prominent indicators and desired meat quality by 100% respondents. A significant proportion of respondents showed reduction in the consumption of chicken and eggs due to the fear of bird flu outbreak.

Key words: Consumption frequency, Desired meat quality, Household preference, Indicators, Meat consumption.

INTRODUCTION

India is an agriculture based country and livestock sector is one of the important components of agricultural economy. Livestock can be considered as the backbone of rural economy in India in terms of income, employment, social/gender equity, agricultural sustainability, diversification and foreign exchange earnings. India's international trade in livestock and livestock product is mainly because of meat and meat products (82%), live animals (17%), dairy and eggs (1%). The livestock sector contributes around 4.11 per cent to GDP and 25.6 per cent to agriculture GDP. India is a potential meat producer in the world having livestock population of 512.05 million which is about 10.71% of world livestock population. The Contribution to GDP mainly depends on the production and productivity of the animal and consequent utilization of the products by the consumers. Livestock products not only provide high value protein but are also important source of wide range of essential micronutrients, in particular minerals such as iron and zinc and vitamins such as Vitamin A. (Jagadeesh, 2010). Meat and its products are the part of staple diet of many Indian families. Quality, freshness and hygiene were the key determinants for consumer's preference

of meat. Wide geographic and seasonal variations play an important role in meat consumption pattern of the people. Now a day, economic lifestyle and consumer's attitudes to food regarding quality are tending to be more and more consistent in the world. As income rise in relation to the cost of living, consumers generally tend to spend more on protein products of animal origin than before, thus quality of food of animal origin especially meat and meat products is now a days a predominant key for everyone in society (Aumatire 1999). People who are dietary conscious are willing to pay good amount of money for quality meat and meat product. Consumers in both developed and developing countries expect quality meat, a broad diversity of meat cuts, more ease in preparation and enhanced assurances of safety (Slorach, 2006). As very little research has been undertaken to explore meat consumption behaviour in Jammu district. Based on this background this study was conducted with the aim of identifying the meat consumption behaviour of consumers.

MATERIALS AND METHODS

The present study was carried out to analyze the meat consumption behaviour of consumers in Jammu district of Jammu and Kashmir. After preparing the comprehensive

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list of meat markets operating in Jammu district, three meat markets were selected, and from each selected meat market ten retail meat shops were randomly chosen. From each randomly selected retail meat shop, a list of consumers was prepared. Out of the list four consumers were selected randomly to make a sample size of 120 consumers. Data were collected through a well structured interview schedule. The data were coded, classified, tabulated and analyzed using the software; Statistical Package for the Social Science (SPSS 16.0). The presentation of data was done to give pertinent, valid and reliable answer to the specific objectives. Frequencies, percentage, mean and standard deviation were worked out for meaningful interpretation.

RESULTS AND DISCUSSION

Consumers profile and meat consumption behaviour:

Respondents were categorized into three groups on the basis of mean and standard deviation viz. young (< 30 years), middle aged (30-50 years) and old (> 50 years).

A perusal of (Table 1) reveals that majority (55.00%) of consumers were from middle aged group. Overall, 30%, 55.00% and 15.00% of respondents represented young, middle and old group, respectively.

A perusal of (Table 2) reveals that 80.80%, 13.30% and 5.80% of respondents were Muslims, Hindu and Sikh, respectively.

Table 1: Distribution of respondents according to their age

Age	Consumers (n=120)	
	Frequency	Per cent
Young(< 30 years)	36	30.00
Middle(30-50 years)	66	55.00
Old(> 50 years)	18	15.00

An analysis of (Table 3) displays that all the respondents were literate, all having education high school and above.

Table 2: Distribution of respondents according to their religion

Religion	Consumers (n=120)	
	Frequency	Per cent
Muslim	97	80.80
Hindu	16	13.30
Sikh	07	5.80

Duration of consuming meat: The respondents were enquired about their duration of consuming meat and meat

Table 3: Distribution of respondents according to their education

Education	Consumers (n=120)	
	Frequency	Per cent
Low	0	0.00
Medium	0	0.00
High	120	100

products. Result reveals that majority of respondents (95.80%) were consuming meat from their childhood whereas only, 4.20% of respondents started consuming meat since last 10 years. (Table 4)

Table 4: Distribution of respondents according to duration of consuming meat

Duration of consuming Consumers (n=120)		
meat	Frequency	Per cent
From childhood	115	95.80
Past 10 years	05	4.20
Past 5 years	0	0.00

Change in meat consumption habit in last 5 years:

As evident from the (Table 5) that majority of respondents (85.00%) remained unaltered with consumption habit whereas only 15.00% of respondents change their meat consumption habit .Further analysis of table 5 indicates that out of 15.00% of respondents 1.70% changed from vegetarian food to non-vegetarian food, 2.50% changed from egg to meat habit and 10.80% of respondents avoided taking any specific type of meat. Similar finding were observed by Kubickova and Serhantova (2005) who reported the changes in meat and meat products consumption by some consumers in the Czech Republic in the past ten years and observed that because of the change in the lifestyle promoted by health education, the structure of the consumption of different kinds of meat and meat products has been changing too, the decreased consumption of beef and tinned meat and a moderately reduced consumption of pork.

Table 5: Distribution of respondents according to change in meat consumption habit in last 5 years

Habit	Consumers (n=120)	
	Frequency	Per cent
Changed	18	15.00
Not change	102	85.00
Specific changes in meat consumption habits (n=18)		
Avoid taking any specific animals meat	13	10.80
Eggs to meat	03	2.50
Veg to non-veg	02	1.70

Preference for meat: Consumers were enquired regarding their first preference for meat and it was found that chicken meat was preferred by majority of respondents (43.30%), while chevon meat was least preferred by 1.70% of respondents. Whereas mutton and chicken combination, chicken, mutton and fish combination and mutton only was preferred by 30.00%, 16.70% and 8.30% of respondents, respectively (Table 6). These finding are in agreements with result of Babu *et al.* (2010) , Rajasekhar and Reddy (2005), Raju and Suryanarayana (2005) and Reddy and Raju (2010) who reported that most of consumers prefer chicken twice in a week .

Table 6: Distribution of respondents according to the type of meat preferred

Type of meat preferred	Consumers (n=120)	
	Frequency	Per cent
Mutton only	10	8.30
Chevon (goat meat) only	02	1.70
Chicken only	52	43.30
Mutton & chicken	36	30.00
Mutton, chicken & fish	20	16.70

Consuming offal's: An analysis of (Table 7) displays that a significant proportion (51.70%) of respondents were consuming offal's and 35.00% of respondents felt that consuming offal's is healthy.

Table 7: Distribution of respondents according to the consuming offal's

Consume offal's	Consumers (n=120)	
	Frequency	Per cent
Consuming	62	51.70
Not consuming	58	48.30
Consuming offal's is (n=62)		
Healthy	42	35.00
Not healthy	07	5.80
Do not know	13	10.80

Preference for offal's: A perusal of (Table 8) reveals that majority (51.66%) of respondent's preferred red offal's, while grey offal's and dark offal's were preferred by 16.12% and 32.25% of respondents, respectively.

Table 8: Distribution of respondents according to the type of offal's preferred

Type of offal's preferred	Consumers (n=62)	
	Frequency	Per cent
Grey offal's (Stomach, intestine, lungs & spleen)	10	16.12
Dark offal's (Head & feet)	20	32.25
Red offal's (liver, kidney & heart)	32	51.61

Frequency of offal's consumption: An examination of (Table 9) indicates that majority (35.48%) of respondents consumed offal's once in a week, while 6.45%, 30.64% and 27.41% of respondents consumed it daily, twice in week and once in two week ,respectively.

Table 9: Distribution of respondents according to frequency of offal's consumption

Frequency	Consumers (n=62)	
	Frequency	Per cent
Daily	04	6.45
Alternate days	0	0.00
Twice in week	19	30.64
Once in a week	22	35.48
Once in two weeks	17	27.41

Reason for meat consumption: The consumers were investigated for reasons behind consumption of meat. An overview of the (Table 10) reveals that taste+ habituated + nutritious were the reason for consumption of meat by majority of respondents (45%), while nutritional qualities, taste and habituation towards meat consumption were reason for 7.50%, 10.80% and 6.70 % of respondents, respectively.

Table 10: Distribution of respondents according to their reason for meat consumption

Reason for meat consumption	Consumers (n=120)	
	Frequency	Per cent
Habituated only	08	6.70
Taste only	13	10.80
Nutritious only	09	7.50
Taste+ Habituated	12	10.00
Habituated + nutritious	24	20.00
Taste+ Habituated + Nutritious	54	45.00

Frequency of meat consumption: An analysis of (Table 11) reveals that majority (57.50%) of respondents consumed meat twice a week, while 7.50%, 30.80% and 4.20% of respondents consumed meat daily, once in a fortnight and once in a month, respectively. These finding were in agreements with result of Babu *et al.* (2010) , Rajasekhar and Reddy (2005), Raju and Suryanarayana (2005) and Reddy and Raju (2010) who reported that most of consumers prefer chicken twice in a week.

Table 11: Distribution of respondents according to the frequency of meat consumption

Frequency of meat consumption	Consumers (n=120)	
	Frequency	Per cent
Daily	09	7.50
Twice in week	69	57.50
Once in a fortnight	37	30.80
Once in a month	50	4.20

Preferred season for meat consumption: An analysis of (Table 12) displays that majority of consumers (48.30%) preferred meat in all seasons, while 45.80% of consumers preferred meat in winter season. Rainy and summer season were preferred choice for meat consumption by 4.20% and 1.70% of consumers, respectively. These finding were in agreements with result of Babu *et al.* (2010) , Rajasekhar and Reddy (2005), Raju and Suryanarayana (2005) and Reddy and Raju (2010) who reported that most of consumers prefer chicken twice a week and consumption enhanced during winter and rainy season.

Table 12: Distribution of respondents according to the preferred season for meat consumption

Season	Consumers (n=120)	
	Frequency	Per cent
All season	58	48.30
Summer	02	1.70
Winter	55	45.80
Rainy	05	4.20

Preference of weekdays for meat consumption: As evident from the (Table 13) that majority of respondents (72.50%) preferred meat on all seven days of week, while 27.50% of respondents did not prefer meat on all seven days of week. An analysis of Table 13 display that among those who did not prefer meat on all week days, majority (14.20%) of them did not prefer meat on Tuesday, while 5.00%, 2.50%, 4.20% and 1.70% did not prefer meat on Monday, Friday, Saturday and Sunday, respectively.

Table 13: Distribution of respondents according to preference of weekdays for meat consumption

Preference	Consumers (n=120)	
	Frequency	Per cent
All seven days	87	72.50
Not all seven days	33	27.50
Weekdays which are not preferred n=33		
Monday	06	5.00
Tuesday	17	14.20
Friday	03	2.50
Saturday	05	4.20
Sunday	02	1.70

Reason for not consuming meat on any everyday of a week: An examination of (Table 14) indicates that majority of respondents (45.45%) did not consume meat on everyday of week due to religious sentiments, whereas 18.18% of respondents avoided meat consumption due to tradition in family and 21.21% did not have any specific reason. These finding are in agreements with result of Babu *et al.* (2010), Rajasekhar and Reddy (2005), Raju and Suryanarayana (2005) and Reddy and Raju (2010) who reported that most of consumers prefer chicken twice a week and consumption enhanced during winter and rainy season while due to religious sentiments some consumers avoid consuming meats on specific days.

Table 14: Distribution of respondents according to the reason for not consuming meat everyday

Reason	Consumers (N=33)	
	Frequency	Per cent
Religious sentiments	15	45.45
Tradition in family	06	18.18
No specific reason	07	21.21
Any other reason	05	15.15

Affordability of meat: Meat is a good source of protein and vitamins but it is costly too, if compared with other food commodities. Thus, the consumers were enquired regarding affordability of meat. (Table 15) exposes that 65.00% of respondents were able to afford the meat while 35.00% of respondents were unable to afford it regularly. Similar finding were observed by Devi and Madhavi (2014) and Das *et al.* (2014).

Table 15: Distribution of respondents according to their opinion about affordability of meat

Affordability	Consumers (n=120)	
	Frequency	Per cent
Affordable	78	65.00
Not affordable	42	35.00

Place of purchase of meat: The preference of respondents for type of shop and its location was enquired. (Table 16) explicit that majority of respondents (55%) preferred purchase of meat from clean retail meat shop, while 30.80%, 2.50% and 3.30% of respondents preferred meat from clean nearest shop and retail meat shop selling only one type of meat respectively.

Table 16: Distribution of respondents according to the place of purchase of meat

Place of purchase	Consumers (n=120)	
	Frequency	Per cent
Cheap retail meat shop	03	2.50
Nearest retail meat shop	04	3.30
Retail meat shop selling only one type of meat	03	2.50
Clean retail meat shop	66	55.00
Clean+nearest	37	30.80

Meat consumption behaviour during 'Bird flu' outbreak: Consumers were asked during the course of study towards their response to meat consumption behaviour during bird flu outbreak. As evident from the (Table 17) that majority of respondents (58.30%) reported that they avoided consuming poultry meat, while 20.80% of respondents do not change their consumption behaviour during bird flu outbreak. Further Table indicates that 17.50% and 3.30% of respondents avoided meat of all species and egg only, respectively. These findings were in agreement with the finding of Huang *et al.* (2014) and Ramdurg *et al.* (2007) who stated that there was a reduction in the consumption of chicken and eggs by the individual and bulk consumer due to the fear of bird flu while in contrast to the finding of Rathod *et al.* (2011) who observed that 52.6% of consumers felt no hesitation in meat consumption during bird flu outbreak.

Table 17: Distribution of respondents according to their response to meat consumption pattern during bird flu incidence

Meat consumption pattern during 'Bird flu' incidence	Consumers (n=120)	
	Frequency	Per cent
No change in the consumption pattern	25	20.80
Avoided everything of animal origin (egg, meat & milk)	0	0.00
Avoided meat of all species	21	17.50
Avoided egg only	04	3.30
Avoided poultry meat only	70	58.30

CONCLUSION

Majority of the consumers were from middle aged group and most of them were Muslims followed by Hindu and Sikh. Most of respondents were literate, all having education high school and above. Consumers started meat consumption in early childhood and any change in the meat consumption habit was insignificant. Consumers preferred

chicken twice a week and consumption was enhanced during winter and rainy seasons while due to religious sentiments some consumers avoided consuming meat on specific days. A significant proportion of respondents showed reduction in the consumption of chicken and eggs due to the fear of bird flu outbreak.

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