

Consumption Pattern and Consumer Behaviour of Meat Consumption in Rural Consumer Households in Vilavancode Taluk

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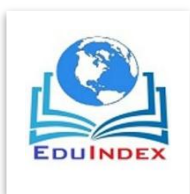
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ABSTRACT

The present study deals with the consumption pattern and consumer behaviour of meat consumption in rural consumer households. The study of meat consumption has drawn the attention of scholars and researchers of all over the world. Meat consumption is an integral part of the diet of the non-vegetarian of all over the world. This study was conducted to determine the consumption pattern and consumer behaviour of rural consumers on meat consumption and health issues associated with meat consumption. The required primary data was collected from 75 consumer households through simple random sampling. Of the four items of meat i.e. Chicken, Beef, Mutton, Rural Chicken appears to be the choices of food. The result of the study concluded 56% respondents were having current knowledge about nutritive value of meat and 44% respondents did not show their knowledge over the nutritive value of meat. The above situation indicated that mostly people are partially aware of the nutritive value of meat. The season is also playing a role in the regular consumption. All the rural consumers were like to consume fresh cooking meat. So most of the rural consumers (84 %) consume meat in home. Followed by 10.66 % consumers consume meat in hotels, and 5.33 % consumers consume meat in fast food restaurants. . It was noted that 100 % consumers consume meat in retail shop. The reason of retail shop consumption is rural consumers purchase meat only for their own purposes. Whereas, 82.66% of the individuals opined as regular consumption of meat is not good for health. Around 5.33% individuals opined as good for health and few 12% could not say any opinion on regular consumption and people said that excessive consumption of meat may lead to heart problems.

KEY WORDS: Consumer Behaviour, Variety of Meat Consumption (Chicken, Beef, Mutton, Rural Chicken), Household Income.

INTRODUCTION



Meat consumption is an integral part of the diet of the non-vegetarian of all over the world. Meat consumption is increasing in India as it is attached with the quality of life. Now-a-days improving life style, consumers concerns about food are changing rapidly. Meat is an important component in the daily diet of the large proportion of society and is regarded as a valuable food from a nutritional perspective. Meat provides important nutritional elements including protein, fats, vitamins, and minerals that efficiently aid in the normal functioning of body. Although the benefits of meat consumptions are significant, a diet rich in meat can also have a potential negative effect on human health due to the high content of cholesterol and saturated fatty acids that may be contained in meat.

METERIALS AND METHODS

The present study was conducted in Vilavancode Taluk rural areas using simple random sampling. 75 rural households were selected randomly to collect information on consumption pattern and consumer behaviour of variety of meat using structured interview schedule, the respondents were personally interviewed and the data were collected. The collected data were presented in tables expressed by frequency and percentage.

DATA COLLECTION

A structured questionnaire was used to interview the consumers. Data collected included demographic information such as gender and age, family size, education, occupation status, annual income. The consumers also answered questions pertaining to choice of preference of meat, reasons of consumption of meat, meat products most consumed at home, knowledge of nutritive value, part of meat choice, consumption patterns and health issues.

OBJECTIVES

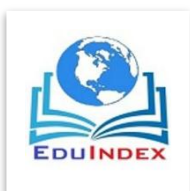
1. To describe meat consumption in rural households in Vilavancode Taluk.
2. To study consumer behaviour of purchasing meat consumption.

ANALYSIS AND INTERPRETATION OF DATA

1. Demographic Background of the Consumer Households

Table 1. Demographic Background

Background Information	Frequency	Percentage
Age		
20-30	28	37.33



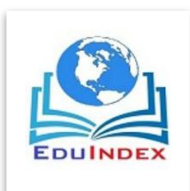
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31-50	36	48
51 and above	11	14.66
Occupation		
Agriculture	18	24
Self-Employed	29	38.66
Govt. Employed	13	17.33
Private Employed	25	33.33
Family size		
Less than 4 Members	59	78.66
Greater than 4 Members	16	21.33
Annual Income		
Less than 50,000	13	17.33
50,000 – 2,00,000	39	52
2,00,000 – 5,00,000	23	30.66
Education		
Primary	09	12
Secondary	47	62.66
College	16	21.33
Illiterate	03	4

Results of demographic information of the consumers were presented in Table 1; the results showed that most of the households belonged to self-employed (38.66%) followed by Private (33.33%), agriculture (24%) and Govt. employees (13%). Most of them belonged to middle age group of 31-50 years (48%), followed by young (37.33%) and old age groups (14.66%) respectively. They had a family size of less than 4 members (78.66%), more than 4 members (21.33%). The income levels were of medium category (52%) followed by high income (17.33%) and low income groups (30.66%). Out of total respondent's interviewed 12% completed only primary level, 62.66% studied up to secondary, 21.33% accomplished college, and only 4% respondents were found to be illiterates.

Table 2. Choice of Preference of Meat



Preference	Frequency	Percentage
Chicken	46	61.33
Beef	07	9.33
Mutton	09	12
Rural Chicken	13	17.33

Table 2 shows the choice of preference of meat, the results are showed majority of the consumers preference of meat was chicken(61.33%), followed by 17.33 % consumers preference was rural chicken and 12 % preferred mutton and 9.33 % only preferred beef.

Table 3. Monthly Expenditure on Meat

Monthly Expenditure	Frequency	Percentage
Less than 300	08	10.66
300-800	49	65.33
More than 800	18	24

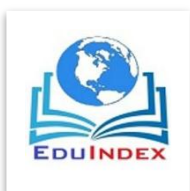
Table 3 shows monthly expenditure pattern of meat. Almost highest majority of the consumers 65.33% spent in between Rs.300-800 as monthly expenditure on meat followed by 10.66 % spent less than Rs.300 and 24 % consumers are spending more than Rs.800.

Table 4. Reasons for Consumption of Meat

Reasons	Frequency	Percentage
Taste	16	21.33
Habit	24	32
Health	21	28
Cheap	05	6.66
Nearby Availability	09	12

Table 4, shows the major reasons for consumption of meat were because of its health benefits (28%), taste (21.33%), habituated (32%), cheap (6.66%) and nearby availability (12%).

Table 5. Frequency of Consumption of Meat



Frequency of Consumption	Frequency	Percentage
Once in a weak	37	49.33
Once in 15 days	22	29.33
Once in a month	10	13.33
Rare	06	8

Frequency of consumption of meat were in Table 5, Majority of the respondents prefer to consume meat once in a week (49.33%), (29.33%) prefer to have once in 15 days and to a less extant few respondents (8%) prefer to have meat daily followed by rarely and once in a month with respondents of (13.33%).

Table 6. Knowledge about Nutritive Value of Meat

Nutritive Value	Frequency	Percentage
Yes	42	56
No	33	44

Table 6 showed that 56% respondents were having current knowledge about nutritive value of meat and 44% respondents did not show their knowledge over the nutritive value of meat. The above situation indicated that mostly people are partially aware of the nutritive value of meat. The reason is also playing a role in the regular consumption.

Table 7. Part of Meat Choice

Part	Frequency	Percentage
Liver	09	12
Intestine	19	25.33
Head	29	38.66
Feet	6	8
Bone	12	16

Table 7, It was noted that 38.66% respondents preferred first to eat head, 25.33% had choice of intestine and 16% showed preference for bone, while 12% preferred to eat liver and followed by feet 8%.

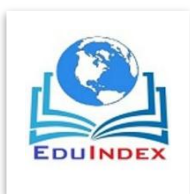


Table 8. Place of Consumption

Place	Frequency	Percentage
Home	63	84
Fast food Stalls	04	5.33
Hotels	08	10.66

Table 8 shows place of consumption of meat. All the rural consumers were like to consume fresh cooking meat. So most of the rural consumers (84 %) consume meat in home. Followed by 10.66 % consumers consume meat in hotels, and 5.33 % consumers consume meat in fast food restaurants.

Table 9. Place of Purchase of Meat

Place of Purchase	Frequency	Percentage
Retail Shop	75	100
Wholesale Shop	---	
Super Market	---	

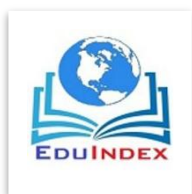
Above table represents place of purchase of meat. It was noted that 100 % consumers consume meat in retail shop. The reason of retail shop consumption is rural consumers purchase meat only for their home purposes.

Table 10. Regular Consumption of Meat

Regular Consumption	Frequency	Percentage
Good for health	4	5.33
Not good for health	62	82.66
Can't say	09	12

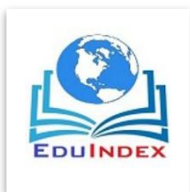
Opinion on regular consumption of meat were given on Table 10, whereas, 82.66% of the individuals opined as regular consumption is not good for health. Around 5.33% individuals opined as good for health and few 12% could not say any opinion on regular consumption and people said that excessive consumption of meat may lead to heart problems.

FINDINGS OF THE STUDY

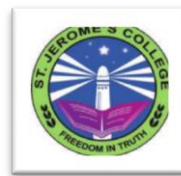


1. majority of the consumers preference of meat was chicken(61.33%), followed by 17.33 % consumers preference was rural chicken and 12 % preferred mutton and 9.33 % only preferred beef.
2. Almost highest majority of the consumers 65.33% spent in between Rs.300-800 as monthly expenditure on meat followed by 10.66 % spent less than Rs.300 and 24 % consumers are spending more than Rs.800.
3. Major reasons for consumption of meat were because of its health benefits (28%), taste (21.33%), habituated (32%), cheap (6.66%) and nearby availability (12%).
4. Majority of the respondents prefer to consume meat once in a week(49.33%), (29.33%) prefer to have once in 15 days and to a less extant few respondents (8%) prefer to have meat daily followed by rarely and once in a month with respondents of(13.33%).
5. Mostly people are partially aware of the nutritive value of meat. The reason is also playing a role in the regular consumption. Out of 56% respondents were having current knowledge about nutritive value of meat and 44% respondents did not show their knowledge over the nutritive value of meat.
6. It was noted that 38.66% respondents preferred first to eat head, 25.33% had choice of intestine and 16% showed preference for bone, while 12% preferred to eat liver and followed by feet 8%.
7. All the rural consumers were like to consume fresh cooking meat. So most of the rural consumers (84 %) consume meat in home. Followed by 10.66 % consumers consume meat in hotels, and 5.33 % consumers consume meat in fast food restaurants.
8. It was noted that 100 % consumers consume meat in retail shop. The reason of retail shop consumption is rural consumers purchase meat only for their home purposes.
9. Opinion on regular consumption of meat whereas, 82.66% of the individuals opined as regular consumption is not good for health. Around 5.33% individuals opined as good for health and few 12% could not say any opinion on regular consumption and people said that excessive consumption of meat may lead to heart problems.

CONCLUSION



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Many of the developing countries are expected to undergo transformation in their economy and rapid urbanization the changes of lifestyle engendered by urban living are likely to have significant influence on meat consumption pattern. Indian Council of Medical Research recommended 11 kg. Meat per annum, but most of the respondents preferred chicken meat compared to other meats. Further important ceremonies respondents they bought mutton and beef. It highlights broiler chicken is preferred to by most of the rural households when compared to mutton, beef, and rural chicken. Price of the meat plays an important role in the meat consumption pattern of rural people. Majority of the people know the nutritive value of various meat and their health impact but most of them hesitate if. It conclude Government and Non-government organizations should bring awareness among the people about the harmful effects on their health due to consumption of variety of meat which is unfit for human consumption.

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