

STUDY ON THE MEAT CONSUMER BEHAVIOR IN THE WESTERN PART OF THE COUNTRY

STUDIUL COMPORTAMENTULUI CONSUMATORULUI LA PRODUSUL CARNE ÎN ZONA DE VEST A ȚĂRII

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In this study, we performed a quantitative research on the consumption of meat and meat products on individuals from the counties Timiș, Caraș-Severin and Arad. The work instrument was represented by the anonymous questionnaire with simple and multiple-answer variants, consisted of 13 questions. At the end of this questionnaire, we may find questions related to the investigated person status, age, sex, origin environment, education, income, family. The sample on which the research was performed was consisted of 425 individuals. The objectives of this research are: evaluation of the frequency of meat and meat products consumption, evaluation of meat quantity consumed per capita, evaluation of consumers' preferences for meat types and products, identification of the place where consumers purchase meat and meat products from, identification of some correlations between meat consumption and consumer's income level, education and age.

Key words: behavior, consumer, meat.

Introduction

Marketing researches in the field of consumption comprise aspects concerning the knowledge and application of the mechanisms through which demand is expressed.

Consumer's behavior reflects people conduct in buying and consuming goods and services. Consumer's behavior is defined as the totality of actions, attitudes and decisions concerning the utilization of its income in order to buy goods, services and savings.

Materials and Methods

The research was performed in different locations from the counties Timiș, Arad and Caraș-Severin.

The instrument used in the gathering of information is the questionnaire, comprising 13 questions with simple and multiple-answer variants. At the end of this questionnaire, we may find questions related to the investigated person status, age, sex, origin environment, education, income, family. The volume of this

sample group was calculated with the help of the software Sample Size Calculator, MaCon Analytical Services, being 384 individuals, with a confidence interval of 5% and a precision of 95%, a plus of 10% was applied to compensate non-answers, so we had a final sample of 425 individuals. We selected the age over 18 years old, because infants eat food depending upon the preferences of the adults they live with.

Results and Discussions

The objectives established for research are:

1. Evaluation of the frequency of meat and meat products consumption;
2. Evaluation of meat quantity consumed per capita;
3. Evaluation of consumers' preferences for meat types and products;
4. identification of the place where consumers purchase meat and meat products from;
5. Identification of some correlations between meat consumption and consumer's income level, education and age.

The questionnaire used as instrument for data collection is the following:

1. How many meals do you have a day?

- 0) one
- 1) two
- 2) three
- 3) four or more

The biggest proportion 47.1% (200 individuals) have three meals a day, the confidence interval is between 42.2% - 51.9%.

2. How many times a week do you have meat?

- 0) never
- 1) 1 – 3 days a week
- 2) 4 – 6 days a week
- 3) daily
- 4) many times a day

The biggest percentage 67.1% (285 individuals) have meat 1-3 days a week, the confidence interval being between 62.3% - 71.5%.

3. How many times a week do you have meat products?

- 0) never
- 1) 1 – 3 days a week
- 2) 4 – 6 days a week
- 3) daily
- 4) many times a day

The biggest percentage of the persons investigated, 67.1%, have meat products 1-3 days a week, the confidence interval being between 54.1% - 63.5%.

4. What is the moment in a day when you have meat and meat products?

- 0) morning / breakfast
- 1) lunch
- 2) evening / dinner

The persons investigated have meat and meat products in all moments, but the biggest proportion, 76.5%, have meat at lunch.

5. How do you usually cook meat?

- 0) boiled
- 1) in oven
- 2) barbecue
- 3) fried in oil
- 4) smoked

This question has multiple answers, so that the investigated persons prefer many ways of cooking in the same time, but the most preferred are: barbecue 45.9%, fried in oil 38%, cooked in oven 35.3%, and the less preferred are: smoked 22.4% and boiled 20%.

6. What characteristic / feature is the most important when you buy meat products? Please give marks from 1 to 5, 1 for the most important feature and 5 for the least important one.

- 0) nutritive value
- 1) taste
- 2) price
- 3) producer
- 4) package

The taste is the most important characteristic selected in the purchase of a meat product in a proportion of 58%, followed by the nutritive value 22.4%, then by price with 15.3%, producer 3.1% and package 1.2%.

7. Where do you buy most frequently meat and meat products?

- 0) supermarket
- 1) stores
- 2) market
- 3) private producers
- 4) own production
- 5) other (please specify)

43.5% prefer buying meat and meat products from supermarkets, 37.6% from stores, 31.78% from their own household, 17.6% from private producers, 5.9% from market. 36.4% of the investigated ones prefer buying pork from many places.

8. If you have meat from your own household, which are the varieties?

- 0) beef
- 1) chicken
- 2) pork
- 3) other meat varieties

chicken is the most preferred variety, in proportion of 75.3%, followed by pork with 44.7% and beef 8.2%, other varieties 3.5%. 31.7% prefer many varieties.

9. What quantity of meat do you have a month?

Please specify Kg

The average quantity of meat consumed in a month by one person is 1.92 kg, leading to an annual intake of 23.22 kg.

10. What quantity of meat products do you have a month?

Please specify Kg

The average intake of meat products is 1.43 kg/person/month, the annual intake being 17.23 kg/person.

11. During the last 2 years, the quantity of meat purchased monthly has had the following evolution:

- 0) it has increased
- 1) it has decreased
- 2) it has maintained

52.9% of the persons investigated say that during the last 2 years they have had about the same quantity of meat yearly.

12. In your monthly market basket, meat occupies:

- 0) the first position
- 1) the second position
- 2) other positions, less important

Meat intake occupies the first position in the market basket for 57.6% of the persons investigated.

13. Among the main meat varieties purchased by you, what is the order of your preferences? Please give marks from 1 to 5, 1 for the most important variety and 5 for the least important.

- 0) beef
- 1) chicken
- 2) pork
- 3) fish
- 4) other meat varieties

Most persons investigated (47.1%) prefer chicken, 24.7% pork, 17.6% fish and 7.1% beef, and the others prefer other varieties.

..... kg Age years Sex 1) Male 0) Female Weight

Height cm

Your residence environment 0) Urban 1) Rural

How many persons do you live with? of which Adults
Children.....

Marital status:

What is your last school graduated?

- 0) 8 degrees or less
- 1) 10 degrees
- 2) 12 degrees/high school
- 3) industrial school
- 4) post-high school
- 5) university

What is the total income of your family?
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Thank you for cooperation

Conclusions

The meat variety preferred by consumers is chicken (47.1%), followed by pork in a proportion of 24.7%;

We did not record any correlations between meat intake and consumers' income, age and education;

The average quantity of meat consumed by the sample investigated is 23.22 kg/year/capita, a value slightly increased compared to the one reported by US Meat Export Federation (22 kg/year/capita) for the average intake at national level.

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