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Consumer preference for pork chops differing in fat thickness, lean thickness and lean color

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Abstract

The study was conducted to find out the consumer preference for pork chops of different fat thickness (2.5,3.5,4.5 cms), lean thickness (3 and 4 cms) and lean colour (dark, pale) in Thrissur and Kottayam districts of Kerala, with the help of a predetermined questionnaire and pictures of various meat chops available in the market. 17.4 percent of the total respondents selected chops having 3.5cm fat, 3cm lean and dark lean colour. Religious beliefs and cultural background were found to influence meat consumption. Consumers preferred to eat pork cooked at home (67.9 percent) while a smaller fraction opted to eat from restaurants (9.1 percent). Tenderness, taste, fat percent as well as nutritive value had strong impact on choosing the type of pork used for consumption. Frying was found to be the most preferred method of cooking.

Keywords: Pork, fat thickness, lean, consumer preference

Introduction

The challenges faced by India in securing food as well as nutritional security to its fast growing population need an integrated approach in livestock farming (Sulabh *et al.*, 2017) [8]. Among domesticated livestock species, pigs are probably the most prolific and amenable to low input management. Swine husbandry can contribute heavily to economic development and food security. The Pig population of India ranks 5th in the world and was about 10.29 million heads in 2012. Distribution of overall pig population in the country indicated that Assam had the highest pig population (15.89%) followed by Uttar Pradesh with 12.96%, while the pig population of Kerala is relative meagre with a head count of 1, 03,863 animals (Census Report, 2019). The meat production of India during 2016-17 was estimated at 7.4 million tons and pig contributed 6.41% to the production and pork accounted for only 1.06% of the meat produced in Kerala (Basic Animal Husbandry and Fisheries Statistics, 2017) [2]. Meat and meat products are an important source of protein in human diets, and their consumption depends on socio-economic factors, ethics or religious concepts, and tradition. Consumers are the final step in meat production and satisfying their demands is of the paramount importance in meat industry. The factors affecting consumer behaviour in choosing the meat type have to be taken into account so as to serve them better and improve the industry (Furnols and Guerrero, 2014) [4]. Hence, a study was undertaken in 2 districts of Kerala *viz.* Kottayam and Thrissur where consumption of pork is predominant, to evaluate the consumer acceptability of pork chops differing in subcutaneous fat thickness, lean thickness and lean colour. Additionally, consumers were interviewed to collect socio-demographic details, factors contributing the meat preference, acceptability and other related details.

Materials and Methods

The study was conducted to evaluate the consumer acceptability of pork chops differing in subcutaneous fat thickness, lean thickness and lean colour. Additionally, consumers were interviewed to collect socio-demographic details, factors contributing the meat preference, acceptability and other related details. The study area consisted of Thrissur and Kottayam districts in Kerala. Though actual trends in species wise meat consumption in different districts of Kerala are not available Thrissur and Kottayam districts are perceived to have predominant pork consuming population.

Selection of Respondents

Snow ball sampling technique was employed for selection of respondents. A total of 580 respondents were selected, comprising of 300 consumers from Thrissur and 280 consumers

from Kottayam districts. All the 580 individuals were interviewed using questionnaire (Appendix i).

Evaluation of Consumer Preference for Pork Chops Development of images of Pork Chops

The consumer preference for pork chops was determined according to the procedure reported by (Ngapo *et al.*, 2004) [6]. Pigs of different age groups and body weights procured from local farmers for routine meat production in Meat Technology Unit, Kerala Veterinary and Animal Sciences University, Mannuthy were utilized in the study. The animals were slaughtered humanely, dressed in a hygienic manner, deboned *Longissimus dorsi* muscle samples were collected and made into pork loin chops of approximately 300 gram

consisting of skin, subcutaneous fat and muscle. The samples were packed aerobically packed and stored in a domestic refrigerator at 4±1°C for 24 hours. The next day cross sectional photographs of chops were acquired using a digital camera (Canon EOS 60D). The photographs were taken in day light with flash elimination and constant camera to object distance. The photographs were subsequently modified in computer and 12 photographs each varying in fat thickness lean thickness and lean colour were generated as detailed in table 1. Cross tabulation was done to identify the consistency in selection of items by seeing the picture given in random order on different pages. Chi – square test was employed to assess the relation of selection to their preference to fat levels.

Table 1: Thickness of subcutaneous fat, lean, and lean colour in the images of pork chops used for evaluation of consumer preference

Sl. No	Fat thickness (cm)	Lean thickness (cm)	Lean colour
479	4.5	4	Pale
429	4.5	4	Dark
556	4.5	3	Pale
467	4.5	3	Dark
510	3.5	4	Pale
407	3.5	4	Dark
436	3.5	3	Pale
560	3.5	3	Dark
427	2.5	4	Pale
411	2.5	4	Dark
435	2.5	3	Pale
558	2.5	3	Dark

Assessment of Consumer Preference for Pork Chops

The consumer preference for pork chops was assessed using colour printouts of the developed photographs of pork chops. The photographs of twelve combinations of fat thickness, lean thickness and lean colour were printed on two A4 glossy papers (six photographs in each paper). Twelve such double A4 papers were also printed with the photographs. In each double A4 paper each photograph was identified with a three-digit random number. For the same photograph on each paper, different random numbers were provided. The position of the photographs on each double A4 paper was randomized using 12*12 randomized block design. Each double A4 paper was laminated and spiral bound to produce a book containing 144 photographs.

Socio Demographic Pattern

The socio demographic influence on the pattern of preference and consumption was analysed with different variables *viz.* age, gender, educational status, marital status, income, family

size and vocation. Age of the respondents was operationalised as the age of the respondent at the time of the interview and was categorized into 6 groups. The gender of the respondent was referred to as either male or female. Based on this distinction two categories were drawn and scores of zero and one were assigned. Marital status of the respondent was described as whether he or she had ever been married at the time of the interview and respondents were categorized into two categories *viz.* married and unmarried. According to income, respondents were categorized into 5 groups. According to family size of the respondent at the time of interview, they were grouped into 4 categories. The educational status of the respondent for this study was operationalized as the highest level of formal education attained by the respondent at the time of interview into 3 categories. According to vocation, the respondents were grouped into 7 categories. Percentage analysis and preference index was used to analyse the survey data using SPSS version 24.0

Table 2: Number of percentage of pictures selected in different pages in comparison with that selected in first page

Page Number	Picture number selected on page 1	Three digit codes for the images											
		407	411	427	429	435	436	467	479	510	556	558	560
Page 1	No p1	36	55	50	36	35	21	74	32	48	20	72	101
Page 1	% p1	6.2	9.4	8.6	6.2	6	3.6	12.7	5.5	8.2	3.4	12.4	17.4
Page 2	No p2	9	13	9	6	5	0	11	2	0	2	17	10
	% p2	25.0	23.6	18.0	16.7	14.3	0.0	14.9	6.3	0.0	10.0	23.6	9.9
Page 3	No p3	10	21	2	2	2	1	8	0	5	4	22	15
	% p3	27.8	38.2	4.0	5.6	5.7	4.8	10.8	0.0	10.4	20.0	30.6	14.9
Page 4	No p4	4	12	2	1	2	2	10	5	2	1	14	16
	% p4	11.1	21.8	4.0	2.8	5.7	9.5	13.5	15.6	4.2	5.0	19.4	15.8
Page 5	No p5	5	16	5	2	4	2	14	3	4	3	18	7
	% p5	13.9	29.1	10.0	5.6	11.4	9.5	18.9	9.4	8.3	15.0	25.0	6.9
Page 6	No p6	0	15	8	5	7	0	7	4	6	4	12	19
	% p6	0.0	27.3	16.0	13.9	20.0	0.0	9.5	12.5	12.5	20.0	16.7	18.8

Page 7	No p7	1	9	8	9	1	0	16	0	1	4	16	20
	% p7	2.8	16.4	16.0	25.0	2.9	0.0	21.6	0.0	2.1	20.0	22.2	19.8
Page 8	No p8	1	17	7	5	3	0	17	6	8	3	20	16
	% p8	2.8	30.9	14.0	13.9	8.6	0.0	23.0	18.8	16.7	15.0	27.8	15.8
Page 9	No p9	4	11	10	5	7	5	2	4	0	5	19	10
	% p9	11.1	20.0	20.0	13.9	20.0	23.8	2.7	12.5	0.0	25.0	26.4	9.9
Page 10	No p10	3	23	9	4	2	1	8	2	0	3	21	8
	% p10	8.3	41.8	18.0	11.1	5.7	4.8	10.8	6.3	0.0	15.0	29.2	7.9
Page 11	No p11	1	15	3	2	3	1	2	0	1	3	16	7
	% p11	2.8	27.3	6.0	5.6	8.6	4.8	2.7	0.0	2.1	15.0	22.2	6.9
Page 12	No p11	4	11	6	2	5	2	4	3	0	2	26	19
	% p12	11.1	20.0	12.0	5.6	14.3	9.5	5.4	9.4	0.0	10.0	36.1	18.8

No p = Number of respondents selecting the same picture on page % p = Percent of respondents selecting the same picture on page 2

Results

Evaluation of Consumer Preference for Pork Chops.

The evaluation of consumer preference of pork chops differing in fat thickness, lean thickness and lean colour was conducted using 12 double colour A4 sheets each printed with 12 combinations of fat thickness, lean thickness, and lean colour randomized on each page using a 12×12 randomized block design (Table 2). Number and percentages of different images selected by all the consumers are detailed in the first row of the table. Subsequent rows of the table show number as well as percentage of respondents who selected the same picture as on pages 2-12. The results showed that on the first page, 17.4 percent of the total respondents (101 numbers) selected images of pork chops having 3.5cm fat, 3cm lean and dark lean colour. Lowest proportion of the respondents selected pork chops having 4.5cm fat, 3cm lean and pale lean colour. It can be concluded that the consistency of selection of the same picture on subsequent pages was rather low. This pattern of inconsistent selection was evident for all the images on the subsequent pages. It was therefore inferred that the methodology of assessment of consumer preference using photographic images of pork chops might have serious limitation in the pork consuming population of Kerala. However, very significant information derived from this methodology is the tentative indication of consumer preference for pork chops having up to 3.5 cm fat thickness combined with 3cm dark lean. Alternate methodologies may have to be evolved for assessment of large samples of consumers.

Socio Demographic Pattern of the Respondents

Most (28.6 percent) of the respondents were in the age groups of 51-60 (Table 3) followed by the age group of 41-50 respondents (26.4 percent). The lowest number of respondents belongs to the age group below 20 years (2.2 percent). Among the respondents 71.6 percent were men and 28.4 percent were women. Out of 580 respondents, 87.8 percent were married and 12.2 percent were unmarried. Income of the respondents are presented in table 4. Out of the 580 number of respondents, 2.6 percent were students. The percentages of the respondents in different income group were 55.9, 26.9, 9.7, 2.4 and 2.6 for the income groups of up to 20000, 20000-40000, 40000-60000, 60000-80000, and above 80000 respectively. Majority of the respondents (50.5 percent) had a family size of 4 members followed by respondents having 5 (24.5 percent), 3 (8.8 percent), 6 (6.4 percent), more than 6 (6.1 percent), 2 (2.6 percent) and 1 (1.2 percent) members. The results are presented in table 5. The proportions of the respondents falling in to various educational categories are represented in the Table 7. Among the respondents 70 percent had educational level up to SSLC/ plus two, 27.1 were

graduates and 2.8 percent of respondents had post-graduation. The distribution of respondents based on vocation are depicted in table 8. Among the respondents, 23.6 percent were government or professional employees, 12.1 were businessmen, 11.9 were house wives, 9.3 were private company employees, 2.6 percent were students, 2.1 percent were expatriate and 0.7 percent was nurses /contractors.

Characteristics of Pork Consumption

The respondents found the most preferred meat to be carabeef followed by chicken, pork, mutton, duck and beef. The proportion of the respondents who liked / did not like pork and the factors prompting their like/ dislike are presented in Table 6. Data indicated that 87.4 percent of the respondents liked pork meat which was an expected observation, because all the respondents were pork consumers. Among those who did not like pork, 67.1 percent cited unhygienic conditions and fat content as the reasons for their dislike. 16.4 percent gave personal reasons for their dislike whereas 12.3 percent cited smell as the basis for their dislike. Among those consumers who like pork, 64.3 percent cited taste as the reason for their liking, while 16.6 percent cited taste of fat, 9.9 percent cited tenderness, 8.9 percent cited nutrient content and 0.4 percent attributed availability as the reasons for this liking. Among the 580 respondents, 35.4 percent consumed pork meat frequently, usually once in two weeks. 28.3 percent of respondents consumed pork only once in a month, 10 percent of respondents consumed only once in three months, 26 percent of respondents consumed pork vary rarely and 0.3 percent respondents had never consumed pork. Among the respondents, 67.9 percent did not consume pork outside their homes whereas 32.1 percent consumed pork outside home of them, 52.7 percent consumed on rare occasions, 3.2 percent once in a week, 2.7 percent once in two weeks, 19.4 percent once in a month and 18.8 percent once in three months, interestingly 0.5 percent consumed pork twice a day from outside. Majority of the respondents (87.1 percent) sourced their pork from local slaughter houses. About 10 percent of the respondents bought pork from supermarkets including institutional sales outlets. 2.9 percent of respondents sourced pork from some other sources which could be home slaughtering associated with festivals and social gatherings. The preference index and rank for various pork quality attributes which determine the preference for pork at the point of purchase by the consumers are represented in Table 9. Consumers ranked pork with less fat as the most important factor for pork preference, followed by factors preferences for tender meat, safety, colour of meat, flavour of cooked pork, price, and meat with high fat was the least preferred choice which other minor factors were ranked the lowest. The most important externally visible attribute of pork chops which

determine the choice of selection was ranked to be thickness of the lean in the chop (74.5 percent), while 43.3 percent considered the fat thickness in the retail chop. The colour of the lean was the deciding factor for 31.8 percent of respondents whereas some other factors decisive for 1.4 percent of respondents. Frying (59.7 percent) was the most preferred method followed by curry making (32.4 percent).

5.7 percent respondents follow both frying and curry making, whereas 1.4 percent followed some other methods. 0.9 percent did not respond for the query. On the price of locally available pork, 88.4 percent of the respondents were of the opinion that the price of pork available locally is not costlier as compared to other meats whereas 11.6 percent opined that pork is more expensive.

Table 3: Distribution of respondents based on age (n= 580)

Sl. No	Age	Frequency	Percent
1	< 20	13	2.2
2	21-30	69	11.9
3	31-40	91	15.7
4	41-50	153	26.4
5	51-60	166	28.6
6	> 61	88	15.2

Table 4: Income of respondents (n=580)

Sl. No	Income	Frequency	Percent
1	Nil	15	2.6
2	Up to 20000	324	55.9
3	20000-40000	156	26.9
4	40000-60000	56	9.7
5	60000-80000	14	2.4
6	Above 80000	15	2.6

Table 5: Number of members in the family (n=580)

Sl. No	Number of persons	Frequency	Percent
1	1	7	1.2
2	2	15	2.6
3	3	51	8.8
4	4	293	50.5
5	5	142	24.5
6	6	37	6.4
7	Above 6	35	6.1

Table 6: Whether like pork and reasons for not liking/liking

Sl. No	Choice	Frequency	Percent
1	Yes	507	87.4
2	No	73	12.6
	Total	580	100
Reasons for liking pork			
Sl. No	Source	Frequency	Percentage
1	Availability	2	0.4
2	Nutrient factor	45	8.9
3	Taste	326	64.3
4	Tenderness	50	9.9
5	Taste of fat	84	16.6
	Total	507	100
Reason for not liking pork			
Sl. No	Source	Frequency	Percent
1	Unhygienic condition and fat	49	67.1
2	Does not like the taste	3	4.1
3	Personal reasons	12	16.4
4	Smell	9	12.3
	Total	73	100

Table 7: Distribution of respondents based on educational status (n=580)

Sl. No	Category	Frequency	Percentage
1	SSLC/ plus two	406	70
2	Under graduate	157	27.1
3	Post graduate	16	2.8

Table 8: Distribution of respondents based on occupation (n=580)

Sl. No	Job	Frequency	Percentage
1	Pension/govt./teacher/executive/bank/prof.	137	23.6
2	Private company/drivers	54	9.3
3	Business	70	12.1
4	House wife	69	11.9
5	Students / trainee	15	2.6
6	expatriate	12	2.1
7	Nurse/ contractor/ supervisor	4	0.7

Table 9: Quality attributes while purchasing the meat

Sl. No	Quality	Index	Rank
1	Tender meat	2.884	2
2	Meat with less fat	2.617	1
3	Meat with high fat	6.238	7
4	Colour of meat	3.716	4
5	flavour of cooked meat	5.329	5
6	Safety	3.591	3
7	Price	5.353	6
8	Others	7.891	8

Discussion

Evaluation of Consumer Preference for Pork Chops

Consumer preference for pork chops with different fat thickness, lean thickness and lean colour were assessed by interviewing the consumers and showing them a 12 page double A4 sheet book in which each double page had images of pork chops in different combinations of the parameters. Assessment of consumer preference of pork chops using computer modified photographs has already been employed by Ngapo *et al.* (2004) ^[6]. Systematic studies with respect to consumer preference of pig meat in India based on visual quality traits are scanty. In the current study, a sizeable proportion (17.4 percent of total respondents) selected images of pork chops with 3cm fat, 3cm lean and dark lean colour. Ngapo *et al.* (2004) ^[6] observed that colour was the most important criteria for the pork chop selection and both light and dark red meat were easily chosen. Survey results of quality attributes of pork showed that meat with less fat was ranked one. Back fat thickness could be the critical factor which influences consumer preference. However, back fat thickness in the images of pork chops may be a relative concept for the consumers implying that the thickness of the lean may also be considered by the consumers to assess the back fat level. This finding is significant because most of the pork at retail level in Kerala is marketed as cubes or chops in which the lean thickness can also influence the perception of fat level in the chop.

A major deficiency of the above findings is the inability of the consumers to select the same pork chop that they selected on page 1 when they were shown the subsequent pages. This may be due to various reasons including lack of familiarity, visual fatigue and other similar reasons. Hence it is recommended to incorporate other imaging techniques and computer projection of the pork chops to a group of target consumers. More over back fat thickness in pork carcasses may be limited at 3.5cm by feeding and management policies.

Socio Demographic Pattern of the Respondents

The largest proportion of consumers (28.6 percent) belonged to the 51-60 age group. This is in agreement with the current age wise distribution of population in Kerala. Among the respondents 78.6 percent were men and 28.4 percent were women. This may be due to involvement of men in the family

in the purchase of food items. Of the total respondents 87.8 percent were married and 12.2 percent were unmarried. With respect to the income of the respondent highest proportion (55.4 percent) had an income up to 20000. According to the survey 50.5 percent of the respondents had family size of four members followed by those having 5 (24.5 percent) and 3 (8.8 percent) members. These figures show the purchase behaviour of nuclear families who seek nutritious and healthy food products from the retail outlets. Seventy percent of the respondents had an educational qualification of SSLC/ plus two whereas 27.1 were graduates. Majority of the respondents (23.6 percent) were employees at the professional or managerial level including teachers and executives whereas lowest category of occupation among the respondents was nurses/ contractors/ supervisors (0.7 percent)

Characteristics of Pork Consumption

Buffalo meat (carabeef) was the most preferred meat followed by chicken and pork and least preferred meat was beef (bovine meat). This could be due to mild religious taboos against consuming cow/ bull meat as against buffalo meat. All over the world, the primary attributes of consumer interest are meat safety followed by lipid content and composition, colour and oxidative balance along with the uniformity of availability (Andersen *et al.*, 2005) ^[1]. However, considerable variations have been reported in the food consumption pattern across different religious and state in India (Gandhi and Mani, 1995) ^[5]. Moreover, marketing experience at the sales counter of meat technology unit, KVASU revealed slight discrimination by consumers against purchasing bovine meat marketed as beef, since cow slaughter is permitted in the state and retail meat markets often sell buffalo meat and beef as the same commodity. Hence it can be stated that unless the species of the animal is revealed, both buffalo and bovine meat enjoy higher acceptability by consumers. Pork is largely discriminated against by the Muslim community.

The largest proportion of respondents (35.4 percent) consumes pork frequently, implying more than once in a month followed by those consuming pork once in a month (28.3 percent). Though more proportion of respondents consumed pork on religious functions as discussed in section 4.3.7, the same was not evident when asked about the frequency of consumption of pork, probably reflecting the

consumption of pork in family or social gatherings and religious functions. Most of the respondents (67.9 percent) did not consume pork dishes outside home. This could be due to reduced inclusion of pork dishes in family or social gathering. Pork is relished by the Christian community and pork dishes regularly form part of the menu in Christian social gathering. These results were correlated by the query about frequency of consuming pork dishes outside home. More than half (52.7 percent) of the respondents consumed pork dishes rarely outside their homes whereas 9.1 percent took pork frequently outside home (more than once in a month). 87.1 percent of the respondents sourced their pork from local slaughter houses. It may be noted that legitimate pig slaughter houses are very rare in the state and most of the pig slaughter premises are unauthorized establishments. About 10 percent of the respondents bought pork from supermarkets including the KVASU sales outlets. 2.9 percent of respondents sourced pork from some other sources which could be home slaughtering associated with festivals and social gatherings. Globally tenderness has been considered as the most important palatability attribute influencing the consumer decision to re purchase meat. With regard to pork, lower fat content has been found as the driving factor for purchase of pork. Tenderness has been ranked second more important factor followed by safety (rank 3) and colour (rank 4). This highlights the importance of the current study using visual images of pork chops to assess consumer preference. Back fat level of 3.5 cm may be a tentative bench mark in pig selection and breeding programmes to produce lean carcasses. For majority of respondents (74.5 percent) lean thickness was the deciding factor for selecting pork chops. This could be a reflection of more lean meat content with optimum fat content in the pork chop. However, Pork seems not to deserve the worst perception based on actual fat content, cholesterol content or its fatty acid profile. Despite the strong association of pork with fat and unhealthy, it is indicated that pork can be very poor in fat and cholesterol depending on the specific meat cut. The increasing health consciousness of consumers has yet been translated in selection for leaner pig breeds and a lean meat-rewarding carcass grading system elsewhere (Verbeke *et al.*, 1999) [9].

As seen in the results from consumer preferences for images of pork chops. Frying of meat is a widely followed cooking practice in Kerala and the same was true for cooking of pork also. Among the respondents 59 percent preferred frying of pork. This could be due to release of attractive flavour of pork products during frying as compared to stewing or curry making. Because all the respondents included in the survey were pork consumer's majority of them liked pork. A high proportion of consumers (64.3 percent) cited taste as the reason for their liking followed by taste of fat, tenderness and nutrient content. As taste is a non specific term, we can translate this into flavour. The specific flavour of pork dishes could thus be the primary reason for liking pork as attitudes and beliefs about the characteristics of a certain product and the way it was produced, handled or distributed can influence consumer perception (Claret *et al.*, 2014) [3]. Unhygienic conditions and fat content in pork were cited as reasons for those respondents who didn't like pork. A small percentage (12.3) of respondents didn't also like the smell of pork. Majority of the respondents (88.4 percent) did not feel that pork in the local market is more expensive compared to other meats. Currently the market prices for retail pork are slightly lower than buffalo meat which could be attributed to higher

demand for buffalo meat.

Conclusions

Survey results of quality attributes of pork showed that meat with less fat was ranked one. Back fat thickness could be the critical factor which influences consumer preference. However, back fat thickness in the images of pork chops may be a relative concept for the consumers implying that the thickness of the lean may also be considered by the consumers to assess the back fat level. This finding is significant because most of the pork at retail level in Kerala is marketed as cubes or chops in which the lean thickness can also influence the perception of fat level in the chop. A major deficiency of the above findings is the inability of the consumers to select the same pork chop that they selected on page 1 when they were shown the subsequent pages. This may be due to various reasons including lack of familiarity, visual fatigue and other similar reasons. Hence it is recommended to incorporate other imaging techniques and computer projection of the pork chops to a group of target consumers. More over back fat thickness in pork carcasses may be limited at 3.5cm by feeding and management policies.

Appendix

Interview Schedule for Consumer Survey

1. Name:
2. Address:
3. Post Office:
4. Age: Below 20
21 to 30
31 to 40
41 to 50
51 to 60
Above 60
5. Female/ Male:
6. Marriage Status: Married/ Unmarried
7. Monthly Income: up to 20,000, 20,000-40,000, 40,000-60,000, 60,000-80,000, above 80,000
8. Number of Family members: 1, 2, 3, 4, 5, +
9. Family Members: Husband, Wife, Children's, Parents, Grandparents, Other members
10. Educational Qualification : Plus two/ Lower Degree – Professional/ Science/ Arts
Post-graduation - Professional/ Science/ Arts
11. Occupation:
12. Which among the following meat type you prefer:
Chicken
Beef
Chevon
Mutton
Pork
Duck meat
13. Consumption of pork: 3 times daily
2 times daily
Once daily
Weekly thrice
Once weekly
Once in 2 weeks
Once in a month
Once in 3 months
Some times
14. Do you eat pork from outside: Yes/No
15. If yes, how many times: Thrice daily
Twice daily

- Once daily
Thrice weekly
Once weekly
Once in 2 weeks
Once in a month
Once in 3 months
Some times
16. Where do you buy pork from?: Super market
Nearby slaughter house
Other sources
17. If there any festivals/ occasions/ functions where you consume pork particularly? If yes- Which?: While choosing pork for consumption what feature do you look for?: fat thickness
Lean thickness
Colour of meat
Anything else
18. What are the main qualities that you find in pork:
Soft meat
Tenderness of meat
Low fat content
High fat content
Colour of pork
Safety
Smell from cooked meat
Price
Other
19. The usual manner of cooking pork:
Frying
Curry making
Anything else
20. Do you like pork?: Yes/No
21. Reason for dislike?:
22. Reason for like: Availability
Nutrition
Taste
Tenderness
Taste of fat
Anything else
23. Is the rate of pork high compared to other meat?: Yes/No

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