



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(6): 388-391
© 2021 TPI
www.thepharmajournal.com
Received: 28-04-2021
Accepted: 30-05-2021

Chandirasekaran V
Department of Livestock
Products Technology, Veterinary
College and Research Institute,
Tamil Nadu Veterinary and
Animal Sciences University,
Chennai, Tamil Nadu, India

Sureshkumar S
Associate Professor, Department
of LPT, Veterinary College and
Research Institute, Namakkal,
Tamil Nadu, India

Rathod KS
Assistant Professor & Head,
Department of LPT, Nagpur
Veterinary College, Nagpur,
Maharashtra, India

Corresponding Author:
Chandirasekaran V
Department of Livestock
Products Technology, Veterinary
College and Research Institute,
Tamil Nadu Veterinary and
Animal Sciences University,
Chennai, Tamil Nadu, India

Socio-economic status and meats preferences of consumers in Erode city of Tamil Nadu

Chandirasekaran V, Sureshkumar S and Rathod KS

Abstract

A study was conducted using a multistage sampling procedure to select 120 households in Erode of Tamil Nadu to study meat consumers' socioeconomic status and preference. Relevant data were collected through personal interviews with the help of a pilot-tested interview schedule. An *ex-post facto* research design was adopted. Half of the respondents were in the age group of 30-50 and 82.5 percent were female. Majority of the respondents fell in the income group of Rs. 30,000 -70,000/annum and only 7.5 per cent of the respondents earned more than Rs.70000 per annum. Around 77.5 per cent of the sampled respondents were living in the nuclear-type families. 65 percent Respondents living in the rented house and had a family size of less than 5 members (85 per cent). Most of the respondents (35 percent) were in the primary school range, and none of the respondents were postgraduates. Most respondents attribute the reason for consumption of meat to its taste and prefer to buy fresh meat from roadside meat shops indicating that the consumer preference, taste, quality greatly impacts the purchasing attitude accord importance from where they purchase their meat. The study also revealed that the middle income group is spending more money to buy meat but is not willing to pay extra for better quality products.

Keywords: Erode, socio-economic, meat, preference, data

Introduction

Economic development is characterized by an increase in food supply and the gradual elimination of dietary deficiencies. Recent changes in food consumption patterns have had led to a near-total transformation of nutritional models. The transformed lifestyles and cultural models, altered time-organization of daily life, changed socio-demography, and modified market and labour processes are the major factors that keep changing people's food choices. The most significant changes in food consumption patterns have undoubtedly been seen in developing countries, mainly because of the rapidity of the above changes. The changes in consumption patterns were driven by sustained rise in per capita income, urbanization, changing lifestyles, increasing number of women in workforce, nuclearisation of families, improvements in transport infrastructure, rise of supermarkets and increasing use of credit cards (Pingali and Khwaja, 2004) [6]. Between 1990-91 and 2004-05, the per capita income in India grew at 4.0 percent and urban population at 2.6 percent a year. These trends are pretty robust and are expected to continue in the near future, implying a vigorous growth in demand for meat and meat products (Ravi and Roy, 2006; Kumar *et al.*, 2007) [8, 3].

Food demand structure and consumer behavior knowledge is essential for finding answers to various policy development issues like improvement in nutritional status, food subsidy, sectoral and macroeconomic policy analysis, etc. Therefore, an analysis of food consumption patterns and how these patterns are likely to shift due to changes in income and relative prices are required to assess the food security-related policy issues (Mittal, 2006) [4]. The demand for meat and meat products in Tamil Nadu has also undergone a perceptible change in the recent past, reflecting the growth in per capita income, urbanization, and repercussions. Citizens living in these cities had the combined advantage of having access to different consumer goods and access to fresh meat and meat products. There were ample meat and meat products produced in areas adjoining these cities.

Erode is the administrative headquarters of Erode District in Tamil Nadu situated at the center of the South Indian Peninsula around 80 kms east of Coimbatore and surrounded by the hills of Urugumalai, Athimalai and Chennaimalai. Amaravathi, Noyyal, Bhavani, and Cavery are the rivers that flow through Erode. The city has a semi-arid climate with hot and dry weather all through the year. April, May and June are the hottest months, while December and January are the coldest. The temperature in Erode ranges from 27° to 36 °C.

Erode receives scanty rainfall with the average rainfall in Erode being around 812 mm. The district relies on the textile industry, turmeric industry and oil industry for employment. The district has two industrial estates. The district also has several tanneries, lock manufacturing units and large number of cotton spinning mills. As per the figures of 2006, Erode had 46 public and private schools in Erode. In addition, there were four technical institutes in the city. The average city literacy ratio is 72.58%. The total number of literates stood at 1,492,662. Erode is segregated divided into 4 Zones, each containing 15 Wards. It has two state assembly constituencies. Surampatti, Kasipalayam (E), Veerappan Chatram, Periya Semur are the Zonal Headquarters for each of the four Zones. In this light of the above background, the present study was undertaken.

Materials and Methods

The pertinent data was gathered from the chosen household participants to ensure that the research objectives were fulfilled. A total of 120 samples were collected from ten wards (12 respondents from each ward) from Erode city by employing the simple random sampling method. The researcher personally interviewed the respondents to gather the data by employing a structured and interview format that had been pilot-tested prior to beginning the data collection. The data gathered for the current study included collecting the

demographic and socioeconomic particulars of the consumers in addition to the expenses they incurred on meat and meat products. The researcher gathered the pertinent secondary data for the research from the Directorate of Economics and Statistics, Government of Tamil Nadu apart from gathering data from offices based in Erode.

Results and Discussions

Socioeconomic statuses of Respondents of Erode City

Table 1 indicated that Nearly 50 per cent of the respondents (70%) were in the age group of 30-50 and 82.5 per cent of the respondents were female which may be because the interview was conducted during the daytime and most of the male members of the families were out of home at that time.. Majority of the respondents fell in the income group of Rs. 30,000 -70,000/annum and only 7.5 per cent of the respondents earned more than Rs.70000 per annum. Around 77.5 per cent of the sampled respondents were living in the nuclear type families. Respondents living in the own house (35 per cent) was less than those living in rented houses (65 per cent). Majority of the families had a family size of less than 5 members (85 per cent). Educational qualification of the highest numbers of respondents (32.5 per cent) was in the range of less than high school and none of the respondents were post graduates.

Table 1: Socioeconomic statuses of Respondents of Erode City

Particulars	Frequency n=120	Percentage
Age		
Young <30 years	39	32.5%
Middle 30-50 yrs	60	50.0%
Old >50 yrs	21	17.5%
Sex		
Male	21	17.5%
Female	99	82.5%
Income		
Low (Rs.<30,000/annum)	27	22.5%
Medium (Rs. 30,000 -70,000/annum)	84	70.0%
High (>70,000/annum)	09	7.5%
Type of Family		
Nuclear	93	77.5%
Joint	27	22.5%
Type of Residence		
Own house	42	35.0%
Rented house	78	65.0%
Family size		
<5 members	96	80.0%
>5 members	09	7.5%
5 members	15	12.5%
Education		
Illiterate	03	2.5%
Upto Primary education	21	17.5%
Less than High school	39	32.5%
Equivalent to High school	30	25.0%
Degree holder	27	22.5%
Post-graduate	--	--

Meat Preferences of Consumer's of Erode City

Table 2 indicated that Most of the respondents prefer chicken (55 per cent) over chevon (27.5 per cent) and sea foods (22.5 per cent). This trend was in line with Priyadharsini and Kathiravan (2008) [7], De Silva *et al.* (2010) [2] and Teklebrhan (2013) [9]. Least preference was given to mutton and pork. None of the respondents ate beef. Most respondents attribute

the reason for consumption of meat to its taste (60 per cent). About 20 per cent of the people said the reason as habit and another 5 per cent said that it is special dish for guests. About 15 per cent respondents said that it is a preferred food of the children. About 57.5 per cent of the respondents prefer to consume meat once in a week and 20 per cent of the respondents consumed meat twice in a week. None of the

respondents consumed meat daily.

Reasons for low consumption of beef or pork were religious sentiment (65 per cent) and dislike (35 per cent). Similar findings were recorded by Priyadharsini and Kathiravan (2008) [7]. Odo *et al.* (2004) [5] and Telkebrhan (2013) [9] also found similar results, except for pork, where most consumers were Muslims in their study. Common reasons for not consumption meat daily were health problem (72.5 per cent) and cost (25 per cent). Most of the respondents do not know about the nutritional value of the meat (85 per cent) only 15 per cent of the respondents are aware of the nutritional value of meat. Around (67.5 per cent) of the respondents know about the health risks associated with meat consumption. Only 32.5 per cent of the respondents unaware of the health risks in meat consumption.

All the respondents preferred to buy fresh meat (100 per cent) none of them liked frozen meat. Higher per cent of the people chose to buy meat from road side meat shops (77.5 per cent) than branded retail outlets (22.5 per cent). None has preferred to buy meat from modern shop. All respondents preferred young meat animals. None of them liked adult and spent

animals. The finding of the highest preference for meat from young animals contradicts Teklebrhan (2013) [9], who found more preference for meat from middle-aged animals. The common reason attributed to the non-consumption of meat on a daily basis was meat-associated health problems (72.5 per cent) followed by cost of meat (25 per cent) the religious sentiments and no specific reasons categories were least bothered in this case. Akinwumi *et al.* (2011) [11] indicated that cost, availability, and income as the most limiting factors of meat preference.

Higher number of respondents were not willing to pay (92.5 per cent) more money for the lean meat. About 45 per cent of the respondents felt that the meat in the diet is health and 30 per cent of the respondents felt that it is not healthy to have meat in the diet.

Thus, the study indicated that the consumer preference, taste, quality greatly impacts the purchasing attitude accord importance from where they purchase their meat. The study also revealed that the middle-income group is spending more money to buy meat but is unwilling to pay extra for better quality products.

Table 2: Meat Preferences of Consumer's of Erode City

Particulars	Frequency n=120	Percentage
Meat of Choice		
Chicken	66	55.0%
Mutton	03	2.5%
Chevon	33	27.5%
Pork	03	2.5%
Beef	--	--
Seafoods	15	12.5%
Reasons for Consumption of Meat		
Taste	72	60.0%
Habituated	24	20.0%
Due to guests	06	5.0%
For Children	18	15.0%
Frequency of Meat Consumption		
Daily	--	--
Twice in a week	24	20.0%
Once in a week	69	57.5%
Fortnightly	12	10.0%
Once in a month	15	12.5%
Others	--	--
Reason for less or no consumption of Beef and Pork		
Religious sentiments	78	65.0%
Do not like	42	35.0%
Less availability	--	--
Reason for not consuming meat daily		
Religious sentiments	--	--
Health Problems	87	72.5%
Cost of meat	30	25.0%
No specific reason	03	2.5%
Awareness on Nutritive value of meat		
Known	18	15.0%
Not known	102	85.0%
Awareness on health risks associated with meat		
Known	81	67.5%
Not known	39	32.5%
Preference for Fresh/Frozen meat		
Fresh	120	100%
Frozen	--	--
Place preferred to buy meat		
Roadside meat shop	93	77.5%
Branded retail outlets	27	22.5%
Modern meat shop	--	--
Kind of Meat animal preferred for Meat production		

Young	120	100%
Adult	--	--
Spent	--	--
Willingness to pay more for lean meat		
Yes	09	7.5%
No	111	92.5%
Health aspect of meat consumption		
Yes	54	45.0%
No	36	30.0%
Others	30	25.0%

References

1. Akinwumi AO, Odunsi AA, Omojola AB, Aworemi JR, Aderinola OA. Consumer perception and preference for meat types in Ogbomoso area of Oyo State, Nigeria. *International Journal of Applied Agricultural and Apicultural Research* 2011;7(1-2):96-106.
2. De Silva, PHGJ, NSBM Atapattu, Sandika AL. A study of the socio - cultural parameters associated with meat purchasing and consumption pattern: A case of southern province, Sri Lanka. *The Journal of Agricultural Sciences* 2010;5(2):71-79.
3. Kumar P, Mruthyunjaya, Birthal PS. Changing consumption pattern in South Asia, cited in Joshi PK, Gulati a Cummings RJ (Eds.), *Agricultural Diversification and Smallholders in South Asia*. New Delhi: Academic Foundation 2007.
4. Mittal S. Structural shift in demand for food: Projections for 2020. Working Paper No. 184, Indian Council for Research on International Economic Relations, New Delhi 2006.
5. Odo BI, Marire BN, Alaku SO, Akpa MO, Nwosu DC, Anikwe MA. Pig meat consumption in Enugu Metropolis. *Proceedings of the 9th Annual Conference of Animal Science Association Nigeria* 13th - 16th September 2004, 211-213.
6. Pingali P, Khwaja Y. Globalization of Indian diets and the transformation of food supply systems. *ESA Working Paper No. 04-05*, Food and Agriculture Organization, Rome 2004.
7. Priyadharsini S, Kathiravan G. Consumers preferences for livestock products: An inquiry in the second-tier cities of Tamil Nadu. M.V.Sc. thesis submitted to the Tamil Nadu veterinary and Animal Sciences University, Chennai 2008.
8. Ravi C, Roy D. Consumption patterns and food demand projections: A regional analysis. Paper presented at the workshop, Plate to Plough: Agricultural Diversification and Its Implications for the Smallholders, organized by the IFPRI and the Institute of Economic Growth, New Delhi at New Delhi, September 2006, 20-21.
9. Teklebrhan T. Consumer Perceptions and Preferences of Meat Types in Harar and Haramaya Towns, Ethiopia, *Journal of Microbiology, Biotechnology and Food Sciences* 2013;2(3):959-969.