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Consumption pattern, consumer awareness on health benefits of consuming paya in Andhra Pradesh

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Abstract

The present study was carried out to understand the consumption pattern, awareness on health benefits of consuming paya in Andhra Pradesh. Livestock plays an important role in Indian economy. Livestock produces livelihood to two-third of rural community. The traditions and culture influence meat consumption to a great extent in India. India has a large number of ethnic groups, diverse traditions, culture and varied food habits. Traditional meat products are high sensory quality foods usually with high nutritional value produced on small scale using ingredients and procedures from ancient times. Paya is popular ethnic meat products of India prepared from sheep and goat trotters and is famous for their health benefits. The present study on paya was carried out to understand the awareness, preference of meat for preparation of paya, frequency of consumption, preferred place for consumption and reasons for consuming or not consuming paya. Twenty consumers from each district were selected randomly thus making total sample of 260 respondents for the study. The study indicates that 76.92% of people are having awareness on paya out of which 61.50% of people preferred sheep trotters for preparation of paya. Majority of people consume paya quarterly (50%) and the preference of consumption of paya at home (72%). The survey on paya stated that fifty percent (50%) people are consuming paya for its health benefits. The reasons for not consuming paya regularly is due to less availability (42%) and processing difficulty (43%). The result of current study gives an idea on the future strategies need to be adapted by meat scientists to understand felt needs of consumers in India.

Keywords: Consumption pattern, ethnic, paya, awareness, preferences, frequency, health benefits, folk medicine

Introduction

Livestock plays an important role in Indian economy. Livestock produces livelihood to two-third of rural community. The contribution of meat from poultry occupied first position and is nearly 50% and buffalo, goat, sheep, pig and cattle contribute nearly 19%, 14%, 8%, 5% and 5%, of meat production respectively to the total meat production of the country. The annual growth rate in meat production for the year 2017-18 is 3.66%. The growth rate of meat production in Andhra Pradesh is 12.06% which is four times more than that of national average growth rate during 2017-18. Andhra Pradesh is the fourth largest meat producing state in the country that produces 9.3% of the total meat production in the country (Basic animal husbandry and fisheries statistics, 2018)^[2].

Small ruminants play an important role in Indian economy and it provides livelihood to two-third of rural community. Small ruminants contribute greatly to the agrarian economy, especially in areas where crop and dairy farming are not economical and play an important role in the livelihood of a large population of small, marginal farmers and landless labourers.

The traditions and culture influence meat consumption to a great extent in India Traditional meat products are high sensory quality foods usually with high nutritional value produced on small scale using ingredients and procedures from ancient times. Traditionally meat consumption has been an integral part of human diet. Higher disposable income, urbanization, favourable demographic shifts, improved transportation and consumer perceptions regarding quality and safety are changing Indian food habits especially meat and meat products consumption patterns. Meat consumption is affected by many factors, such as price, income, nutritional value, flavour, dietary habits, safety, eating quality and the convenience of purchase (Kiran *et al* 2018)^[10] A variety of food products of indigenous taste are being prepared consumed in India, and these products vary from region to region and place to place. The demand for ethnic/heritage meat products is ever growing because of rapid changes in

consumer preferences Traditional meat products are attracting a greater consumer response in India. The traditional meat products are also being processed at fast food corners, restaurants, star hotels etc and are liked by many for their unique taste. Consumer preferences have also shifted to different custom designed products from stereotype traditional foods supplied in bulk.

South India has been a wide variety of traditional meat products prepared by the natives of the region which reflect their social, cultural life. There is a wide range of traditional meat products of South India which is due to use of different kinds of meat. The method of preparation varies on the basis of availability of materials, climate, culture and overall knowledge of process and methods.

The processing of traditional food depends on the availability of raw materials, season and local taste preferences passed through generations. Paya is popular ethnic meat products of India and are famous for their health benefits. The consumption of paya helps in growth of young foetus in pregnant women, restoring of essential minerals after delivery. The consumption of this product will cure arthritis and back pain in aged people. The consumption of paya will cure neck weakness in infants (RSD Gupta *et al* survey 2017)^[13]. The paya is prepared in different parts of South India in different styles depending upon the region. Although increasing urbanization and change in lifestyle have changed in during the past few years and demand for paya remains same among the consumers.

Materials and Methods

The main purpose of the research work is to know how the people are aware of paya and how often they consume paya and any special reasons for consuming paya. The main source of this study is data obtained over a period of 5 months from November 2017 to March 2018.

Twenty consumers from each district were selected randomly thus making total sample of 260 respondents for the study. A structured interview schedule (Annexure I) containing all the variables was prepared in consultation with the experts in the field of extension education to achieve the objectives of the study.

The schedule consists of personal, socio-economic variables and paya consumption profile. Sufficient rapport was established with the respondents prior to data collection. This helped in getting the desired co-operation, reliable and objective information from the respondents.

The interview schedule was prepared in English and was administered by investigator after translating the same into local language that is Telugu where it was required. The data collected was coded, tabulated, analysed and presented in the form of tables. The results emerged from the analysis of data were suitably interpreted and necessary conclusions and inferences were drawn. The statistical tools used include percentages and arithmetic mean.

Therefore, this study can only provide an overall general impression regarding meat consumption patterns of paya in Andhra Pradesh.

Results

According to the survey results 76.92% of the people were having awareness on paya out of which 61.50% of people preferred sheep paya and 38.50% people preferred goat paya showing the preference for sheep paya.

50% of people expressed their quarterly consumption of paya, 27% of people preferred eating at half yearly, 15.5% of people preferred it monthly whereas 7.5% of people preferred consuming it yearly, indicating the monthly consumers to be as 15.5% only.

According to survey results the preferred place of consumption of paya was at Home (72%), followed by hotel (18%) Road side shop (3%) and Restaurant (7%). A large number of consumers preferred paya at home.

50% of people stated that they consume paya because of its health benefits, 47% said that it was due to its taste and 3% of the people said that there was no specific reason for consumption of paya indicating the awareness of health benefits among the consumers about paya.

42% of the people stated the reason for less/ not consuming paya regularly was due to less availability whereas 43% expressed that processing the paya is difficult, 11% disliked the consumption of paya whereas 4% said that there were no specific reason for avoiding it, indicating occasional consuming of paya.

Consumption pattern of Paya of Andhra Pradesh

Paya			
S.no	Particulars	Frequency n = 260	Percentage
1.	Awareness on Paya	200	76.92%
2.	Preference of meat for Paya		
a.	Mutton	123	61.5%
b.	Chevon	77	38.5%
3.	Frequency of Consumption of Paya		
a.	Monthly	31	15.5%
b.	Quarterly	100	50%
c.	Half yearly	54	27%
d.	Yearly	15	7.5%
4.	Preferred place for consumption of Paya		
a.	Home	144	72%
b.	Hotel	36	18%
c.	Roadside shop	6	3%
d.	Restaurant	14	7%
5.	Reasons for consumption of Paya		
a.	Taste	94	47%
b.	Health benefits	100	50%
c.	No specific reason	6	3%
6.	Reasons for less/non consuming HMC		
a.	Less availability	84	42%
b.	Processing difficulty	86	43%
c.	Dislike	22	11%
d.	No specific reason	8	4%

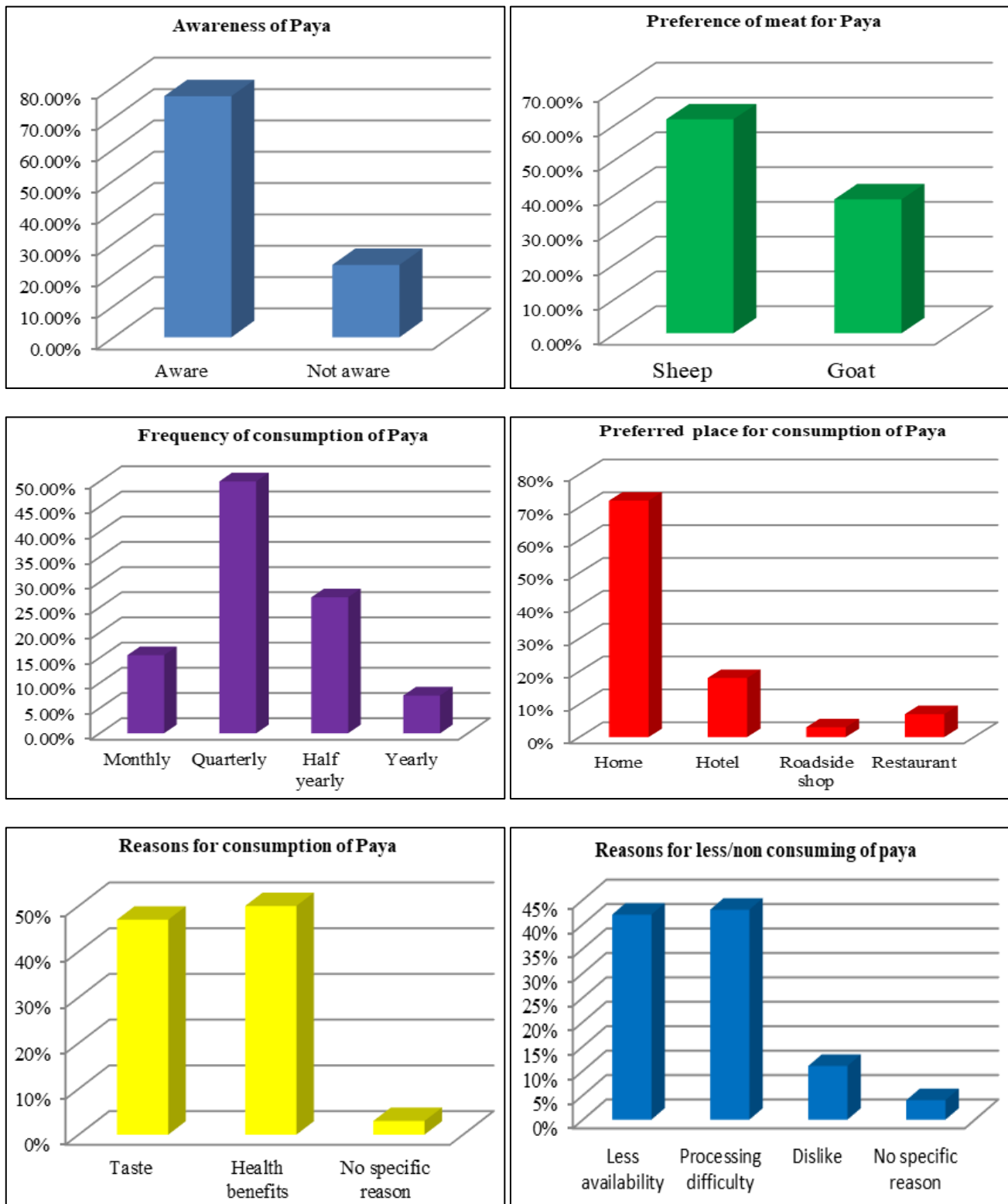


Fig 1: Consumption pattern of Paya of Andhra Pradesh

Discussion

The results on consumption pattern of paya in Andhra Pradesh revealed that sheep is more preferred than goat for preparation of head meat curry. This may be due to the local taste developed among the rural population since a long time. The results obtained in the study were in agreement with the reports of Tammi Raju *et al.* (2005) ^[17] that in Prakasam district of Andhra Pradesh the most preferred meat is chicken followed by mutton, Raghavendra *et al.* (2009) ^[11] stated that urban households mostly prefer mutton in Dharwad district, Suresh *et al.* (2016) ^[16] survey revealed that more than half of

the respondents (51.2%) preferred mutton for its perceived nutritional value and health benefits in Delhi and Hyderabad cities. The results are strengthened by the report of 20th livestock census where in Andhra Pradesh more sheep population is there rather than goat population and Basic Animal Husbandry Statistics (2018) revealed that sheep was slaughtered more than goat in Andhra Pradesh during the year 2017-18. The current study concluded that consumption of have more health benefits which are in agreement with Hye-Jin Kim *et al.* (2019) ^[6] who reported that most Korean people consume black goat meat in the form of meat and bone extract

and extract has been considered as folk medicine and is used to improve the health of young children, pregnant women, and the elder population.

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Annexure

A study on consumption patterns of head meat curry

Name of the respondent:

Address:

Phone no

1. Age :
2. Gender : Male / Female
3. Religion : Hindu /Muslim/Christian
4. Educational Status :
5. Occupation :
6. Number of family members :

Paya		
	Particulars	Details
1.	Awareness on Paya	Yes/No
2.	Meat of choice for Paya	Mutton/Chevon
3.	Frequency of consumption	Weekly/Monthly/Quarterly/Half yearly/Yearly
4.	Where do you consume this product	Home/Hotel/Roadside Shop/Restaurant
5.	Reasons for consumption of Paya	Taste/ Health Benefits/No specific reason
6.	Reasons for less/non consuming Paya	Less availability/Dislike/ No specific reason