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Consumer preference for broiler- a micro-level study in Dhaka district

K.T. Rahman¹, M.S. Palash² and M.K. Bepari²

¹Department of Agricultural Economics and Rural Sociology, Patuakhali Science and Technology University, Patuakhali

²Department of Cooperation and Marketing, Bangladesh Agricultural University, Mymensingh-2202, Bangladesh

Abstract

The objective of this study was to determine how consumers' demographic characteristics affect their broiler purchase decision and consumption. The study based on primary data of 40 consumers of four different occupations like farmer, religious leader, service holder and businessman were purposively selected from different villages of Savar upazila under Dhaka district. Average consumption of broiler per month per person was highest in the families of businessmen followed by that of service holders, religious leaders and farmers. This survey indicated that religious leaders and service holders had more choice on broiler compared with other occupational group. Besides, older people and high income groups dislike broiler than their younger counterpart and lower income people. Most of the consumers liked live broiler for its low price and preferable weight 1.5 – 2.0 kg to them. Finally most of the consumers preferred broiler compared to indigenous poultry for their guest and for social festivals and believed it is suitable for all ages of people and in all seasons.

Keywords: Broiler, Consumer preference

Introduction

Food for human is of plant and animal origin; certain proportions of both plants and animal products are necessary to provide balanced diet for all classes of people. The foods of animal origins are richer than the foods of plant origin. Food of animal origins provides higher proteins, vitamins, and minerals than that of foods of plant origin. About 22 to 27 per cent of total animal proteins are supplied by the poultry (Haque 1991, p.4). Poultry meat is the most desirable source of animal protein and highly accepted by most of the people of Bangladesh. Chicken meat contains large amount of high quality and easily digestible vitamins and minerals. Among the different types of poultry meat, broiler meat is gaining increasing popularity to the consumers. Broiler meat is tender, tasty, soft, pliable, smooth textured, nutritious and flexible breast bone cartilage.

Consumers reign supreme in the market economy. Consumer research is important to market strategy, because knowledge of the factors influencing consumer-buying behaviour can help increase market share. If marketers understand the psychological and socio-cultural factors operating on consumers, it becomes much easier for them to predict how consumers will react to a change. Hence, knowledge of consumer makes it simpler for the firm to analyze the consumer market and plan appropriate marketing strategy (Rahman, 2004, p.117).

Consumers' satisfaction is the ultimate objective of all marketing activities. The consumers' preference for a product is an index of acceptance of a product. If the consumers stop buying particular goods, the producers and traders will be loser. So, this study will cover the consumers' liking, disliking and attitudes towards broiler to know the degree of acceptance of broiler to consumers.

Islam (1995) showed that, among the sample families in some selected areas of Dhaka city, fifty per cent preferred poultry meat for reasons of taste and health and besides, 14 per cent did not eat because they did not like the tastes. Rahia (1995) showed that the reasons for selection of broilers were available in dressed form, less cooking time, good taste, fixed price and liking by children. Islam (2002) also completed a study in some areas of sadar upazila of Mymensingh district. He found that farm size and income level of the consumers were

positively related with poultry and poultry products consumption whereas age, family size and education level was not related with their consumption. Eighty-one per cent consumers prefer live broiler due to religious reason and 67 per cent prefer broiler between 1 to 1.5 kg live weights.

Materials and Methods

Bangladesh is an over populated developing country. Within the country, Dhaka is one of the densely populated cities. Savar upazila under Dhaka city, an area of higher concentration of broiler farming and existence of both rural urban consumers, was selected for this study. The consumers were considered as the population of this study. Different types of consumers were selected from different areas of Savar upazila like Chowlail, Footnagar, Bank colony, Binodbaid, Talbag, Chapain, Rajashon and Savar bus stand. The selected samples consisted of 10 farmers, 10 religious leaders, 10 service holders and 10 businessmen from different areas (Rahman, 2004, p.39). The total sample size of the present study was thus 40. Data were collected from primary sources through pre-tested interview schedules during the year of 2004. Tabular and descriptive techniques were mainly used for analysis of data.

Results and Discussion

Socio-economic characteristics of the sample consumers

People are different in terms of sex, culture, religion, occupation, age, education, income, personality etc. However, the liking, disliking of a product or the buying behaviour of a person is largely influenced by these factors. These factors are not mutually exclusive.

Occupational status

Occupation has considerable influences on the buying behaviour. Thus members of society holding up top occupation and high position in the social hierarchy tend to buy foods which are nutritious and of high quality but not necessarily very costly. Table 1 shows that each occupational group was equal in number and per cent. It was 10 in number and 25 in per cent.

Income level

A person's income level profoundly affects his product choice. He can consider buying an expensive good if he has enough spendable income, saving or borrowing power. The consumers were classified into 3 categories according to their monthly income level. They were categorized as low (income level: upto Tk. 5000), medium (income level: > Tk. 5000 to 10,000) and high-income level (income level: > Tk. 10,000). Table shows that most of the farmers were in lower income group while most of the religious leaders were in medium income group and most of the service holders were in high income group. Businessmen were both in high and medium income group.

Age

Consumers of different ages obviously have different choices. So, the stages of age have an important effect on consumption pattern. In the present study, consumers were classified into 3 ages such as young (upto 30 years), middle (>30 to 50 years) and old (> 50 years). Table shows that near about half of the respondents was in middle age.

Family size

Consumption pattern of a family is largely influenced by its size. The family size of the respondents was classified into 3 categories such as small (2 to 4 persons), medium (5 to 7 persons) and large (8 and above persons). Table shows one-third respondents had small family size while about one-half respondents had medium family size.

Table 1. Distribution of all sample consumers according to their occupation, income, age and family size

Occupation	No.	Income			Age			Family size		
		Low	Medium	High	Young	Middle	Old	Small	Medium	Large
Farmer	10 (25)	6 (60)	4 (40)	-	-	4 (40)	6 (60)	-	5 (50)	5 (50)
Religious leader	10 (25)	4 (40)	6 (60)	-	-	6 (60)	4 (40)	-	6 (60)	4 (40)
Service holder	10 (25)	2 (20)	2 (20)	6 (60)	4 (40)	4 (40)	2 (20)	6 (60)	2 (20)	2 (20)
Businessman	10 (25)	2 (20)	4 (40)	4 (40)	7 (70)	3 (30)	-	6 (60)	4 (40)	-
Total	40 (100)	14 (35)	16 (40)	10 (25)	11 (27.5)	17 (42.5)	12 (30)	12 (30)	17 (42.5)	11 (27.5)

Note: Figures within the parentheses indicate per centages

Effect of respondent's socio-economic characteristics on the amount and extent of broiler consumption

It was found in the present study that the average consumption of broiler in the families of farmers, religious leaders, service holders and businessmen were 0.17, 0.49, 0.94 and 1.11 kg/month/person respectively while they were 0.33, 0.54 and 1.15 kg/month/person in the families of low, medium and high income groups.

It is evident from Table 2 that among the all occupational groups, the family members of businessmen consumed highest amount of broiler and it was 1.11 kg per month per person. But the farmers consumed lowest amount of broiler and it was 0.17 kg per month per person. Again it was found that there was a positive relationship between income and consumption. So, the highest amount of broiler was consumed by the respondents of high income level and lowest amount of broiler was consumed by the respondents of low income level and it was 1.15 kg/month/person and 0.33 kg/month/person respectively.

Young group consumed more broiler than middle and old aged group. In case of family size, the person from small families consumed more broiler than persons of medium and large families.

Overall, out of all consumers 15.0 percent, 27.5 percent, 17.5 percent, 20.0 percent and 12.5 per cent consumers consumed broiler twice in a week, weekly, fortnightly, monthly, bi-monthly and 7.5 percent did not consume at all.

Consumers' preference towards broiler

Table 3 reveals consumers' preference towards broiler. The table shows that 15 percent consumers had high choice for broiler while 42.5 percent, 25.0 percent and 17.5 percent consumers had medium, low and no choice for broiler respectively

Table 2. Effect of occupation, income level, age and family size on the amount and extent of broiler consumption

(Percentage)

Group		Average consumption (Kg/month/person)	Extent of consumption					
			Twice in a week	Weekly	Fort-nightly	Monthly	Bi monthly	Don't consume
Occupation	Farmer	0.17	-	-	10	40	30	20
	Religious leader	0.49	-	30	40	20	10	-
	Service holder	0.94	30	40	-	10	10	10
	Businessman	1.11	30	40	20	10	-	-
	All consumers	0.67	15.00	27.50	17.50	20	12.50	7.50
Income level	Low	0.33	-	7.14	21.43	35.71	35.71	-
	Medium	0.54	6.25	43.75	25.00	12.50	-	12.50
	High	1.15	50.00	30.00	-	10.00	-	10.00
	All consumers	0.67	15.00	27.50	17.50	20.00	12.50	7.50
Age	Young	1.06	36.36	36.36	9.09	9.09	9.09	-
	Middle	0.56	5.88	23.53	29.41	23.53	17.65	-
	Old	0.37	8.33	25.00	8.33	25.00	8.33	25.00
	All consumers	0.67	15.00	27.50	17.50	20.00	12.50	7.50
Family size	Small	0.99	33.33	25.00	16.67	8.33	8.33	8.33
	Medium	0.66	11.76	17.65	23.53	35.29	11.76	-
	Large	0.40	-	45.45	9.09	9.09	18.18	18.18
	All consumers	0.67	15.00	27.50	17.50	20.00	12.50	7.50

Table 3. Consumer preference towards broiler based on occupation, age and income level

(Percentage of choices)

Group		Extent of choice			
		High choice	Medium choice	Low choice	No choice
Occupation	Farmer	-	40.00	30.00	30.00
	Religious leaders	20.00	50.00	20.00	10.00
	Service holder	20.00	40.00	30.00	10.00
	Businessman	20.00	40.00	20.00	20.00
	All consumers	15.00	42.50	25.00	17.50
Age	Young	36.36	36.36	18.18	9.09
	Middle	11.76	41.17	35.29	11.76
	Old	-	50.00	16.67	33.33
	All consumers	15.00	42.50	25.00	17.50
Income level	Low	-	57.14	42.86	-
	Medium	25.00	31.25	18.75	25.00
	High	20.00	40.00	10.00	30.00
	All consumers	15.00	42.50	25.00	17.50

Most of the consumers from different occupational groups had medium choice for broiler. This survey indicates that religious leaders and service holders had more choice on broiler compared with other occupational groups.

Over one-third of young aged consumers had either high or medium choice for broiler while more than 40 percent middle aged and one-half of old aged consumers had medium choice for broiler. Again, one-third of old aged persons had no choice for broiler while it was 9 percent and 12 percent for young and old aged people respectively. That means more older people dislike broiler than their younger counterpart.

Low income consumers had medium choice for broiler and the majority of other two groups had also medium choice for broiler. Thirty per cent of high income group had no choice for broiler while it was 25 percent and 0.0 percent for medium and low income groups, respectively. The results reveal that more people of higher income disliked broiler than lower income people.

Causes of liking and disliking

The causes of likings for consuming broiler are shown in the Table 4. It is evident from Table 4 that most (50 percent) of the consumers liked broiler for its low price. The other reasons of likings in descending order were availability, delicious taste, tenderness of meat, easy to cook, children's liking, easily digestible, fixed price and nutritious.

Table 4. Causes of liking broiler based on occupation

(Percentage)

Occupation	Causes of likings								
	Low price	Availability	Fixed price	More nutritious	Easily digestible	Delicious	Childrens' liking	Tenderness of meat	Easy to cook
Farmer	70	10	--	-	-	20	10	20	10
Religious leader	30	50	-	10	30	20	30	40	20
Service holder	40	50	30	10	20	40	20	30	30
Businessman	60	40	-	10	20	40	20	10	20
All consumers	50	37.5	7.5	7.5	17.5	30	20	25	20

The causes of disliking broiler are shown in Table 5. It is evident from Table 5 that among all consumers 15 percent disliked broiler for the reason that they were not habituated to eat broiler. Other causes of disliking broiler in descending order were bad smell, spoiled, no taste and more soft.

Table 5. Causes of disliking broiler based on occupation

(Percentage)

Occupation	Causes of disliking				
	Not habituated to eat	Bad smell	Spoiled	No taste	More soft
Farmer	10	10	-	-	-
Religious leader	20	10	-	10	10
Service holder	10	-	10	10	-
Businessman	20	20	10	-	-
All consumers	15	10	5	5	2.5

Consumers' preferable type and weight of broiler

Over 90 percent consumers preferred live broiler while none preferred dressed broiler. Again, in case of preferable weight, about 48 percent consumers preferred weight between > 1.5 to 2.0 kg. and 45 percent preferred 1.0 to 1.5 kg weight of broiler.

Table 6. Consumers' preferable type and weight of broiler based on occupation
(Percentage)

Occupation	Preferable type			Preferable weight (kg)		
	Live	Dressed	None	1-1.5	>1.5-2.0	None
Farmer	80	-	20	50	30	20
Religious leader	100	-	-	20	80	-
Service holder	90	-	10	60	30	10
Businessman	100	-	-	50	50	-
All consumers	92.5	-	7.5	45	47.5	7.5

Consumers' preferable price for broiler

Table 7 indicates consumers' preferable price for broiler based on occupation and income level. It is evident from table that majority (50%) of farmers preferred the price between Tk. 40 to Tk. 45 per kg broiler while majority (50%) of religious leaders preferred the price between Tk. 56 to Tk. 60. One-half service holders and businessmen preferred the price between Tk. 40 to Tk. 50. Again, among all the consumers, 50 percent preferred the price between Tk. 40 to Tk. 50. That means majority of consumers irrespective of any occupation preferred broiler price between Tk. 40 to Tk. 50.

Table 7. Consumers' preferable price for broiler based on occupation and income level
(Percentage)

Group		Preferable price (Tk./kg)							No comment
		40-45	46-50	51-55	56-60	61-65	66-70	71-75	
Occupation	Farmer	50.00	10.00	-	20.00	-	-	-	20.00
	Religious leader	10.00	30.00	10.00	50.00	-	-	-	-
	Service holder	30.00	20.00	-	10.00	20.00	-	10.00	10.00
	Businessman	10.00	40.00	20.00	10.00	-	20.00	-	-
	All consumers	25.00	25.00	7.50	22.50	5.00	5.00	2.50	7.50
Income	Low	42.86	21.43	-	35.71	-	-	-	-
	Medium	18.75	31.25	12.50	25.00	-	-	-	12.50
	High	10.00	20.00	10.00	-	20.00	20.00	10.00	10.00
	All consumers	25.00	25.00	7.50	22.50	5.00	5.00	2.50	7.50

Most (42.86 percent) of the low income level consumers preferred the broiler price between Tk. 40 to Tk. 45 per kg. while most (31.25 percent) of the medium income level consumers preferred the price between Tk. 46 to Tk. 50 per kg. broiler. Forty percent high income group preferred the price level between Tk. 40 to Tk. 55 per kg. broiler while another 50 percent preferred the price level between Tk. 61 to Tk. 75 per kg. broiler. That means preferred price increased with the increase of income of the consumers.

Consumers' attitudes towards broiler

In case of the studying consumers' attitudes it was found that 82.5 percent consumers preferred broiler to entertain their guest, 70 percent preferred for social festivals, 85 percent said that broiler was suitable for all seasons, 92.5 percent opined that it was suitable for all ages of people, 35 percent replied that broiler was spoiled, 25 percent felt bad smell in broiler, 85 percent said that broiler was nutritious and 57.5 percent said that broiler was delicious.

Table 8. Consumers attitudes towards broiler based on occupation

(Percentage)

Questions	Income						All consumer	
	Low		Medium		High			
	Yes	No	Yes	No	Yes	No	Yes	No
i. Do you prefer broiler for your guests ?	80	20	90	10	80	20	80	20
ii. Do you prefer broiler for social festivals ?	70	30	80	20	60	40	70	30
iii. Is broiler suitable for all seasons?	90	10	90	10	90	10	70	30
iv. Is broiler suitable for all ages of people ?	90	10	100	-	90	10	90	10
v. Is broiler spoiled?	50	50	30	70	50	50	10	90
vi. Is there any bad smell in broiler ?	40	60	10	90	20	80	30	70
vii. Is broiler nutritious?	70	30	90	10	80	20	100	-
viii. Is broiler delicious?	40	60	70	30	70	30	50	50

Above table shows consumers' attitude towards broiler based on occupation. Most of the consumer preferred broiler for their guest and for social festivals and believed that it is suitable for all ages of people and in all seasons. A few of them mentioned that it was spoiled and had bad smell. Majority believed that it is nutritious and delicious. There is no sharp difference in attitude toward broiler among different occupational groups.

Table 9 shows consumers' attitude towards broiler based on income category. The most of the consumers of all income groups said that broiler was not spoiled and had bad smell. The majority of consumers said that broiler was nutritious while 57.14 percent, 62.5 percent and 50 percent consumers of low, medium and high income group respectively agreed that broiler was delicious.

Table 9. Consumers attitudes towards broiler based on income

(Percentage)

Questions	Income						All consumer.	
	Low		Medium		High		Yes	No
	Yes	No	Yes	No	Yes	No		
i. Do you prefer broiler for your guests ?	92.86	7.14	87.50	12.50	60.0	40.0	82.5	17.5
ii. Do you prefer broiler for social festivals ?	92.86	7.14	68.75	31.25	40.0	60.0	70.0	30.0
iii. Is broiler suitable for all seasons?	85.71	14.29	93.75	6.25	70.0	30.0	85.0	15.0
iv. Is broiler suitable for all ages of people ?	100.0	-	87.50	12.50	90.0	10.0	92.5	7.5
v. Is broiler spoiled?	35.71	64.29	31.25	68.75	40.0	60.0	35.0	65.0
vi. Is there any bad smell in broiler ?	14.29	85.71	25.00	75.00	40.0	60.0	25.0	75.0
vii. Is broiler nutritious?	85.71	14.29	81.25	18.75	90.0	10.0	85.0	15.0
viii. Is broiler delicious?	57.14	42.86	62.50	37.50	50.0	50.0	57.5	42.5

The results indicate that preference of broiler for guest and for social festivals decreases as income of the consumer's increases. Relatively higher income people reported on bad smell of broiler compared to lower income people.

Comparison between broiler and Indigenous poultry

Comparison between broiler and indigenous poultry is presented in the Table 10. It is evident from table that the popularity of broiler was increasing day-by-day. Although broiler was not so preferable to respondents but their family members liked it very much. Most (85 percent) of the family consumed broiler more than indigenous poultry although indigenous poultry was more preferable to them. The high price and non-availability of indigenous poultry were the reasons for less consumption. So, we can say that there is a good prospect for broiler in our country as indigenous poultry is not available at lower price.

Table 10. Comparison between broiler and indigenous poultry

Questions	Farmer			Religious leader			Service holder			Businessman			(Percentage) All consumers		
	Broiler	Indigenous	Both	Broiler	Indigenous	Both	Broiler	Indigenous	Both	Broiler	Indigenous	Both	Broiler	Indigenous	Both
i. Which one is more preferable ?	-	90	10	30	60	10	20	70	10	30	70	-	20	72.5	7.5
ii. Which one is more preferable to your family member ?	20	80	-	60	40	-	40	60	-	50	50	-	42.5	57.5	-
iii. Which bird do you consume more in a month ?	80	20	-	90	10	-	80	20	-	90	10	-	85	15.0	-
iv. Which one is more delicious ?	-	90	10	30	60	10	20	70	10	30	70	-	20	72.5	7.5
v. Which one is more nutritious?	20	80	-	20	60	10	30	50	20	60	40		32.5	57.5	10.0

Conclusion

The study provides an overview of how consumers perceive the broiler and their interests and concerns with nutrition. The respondents appeared to be sensitive to the price of broiler. The acceptability of broiler to consumers was significant. These findings have important implications for the broiler industry, in particular, in developing effective marketing strategies and new products and targeting consumer groups.

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