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Consumer perception and preference between broiler and indigenous chicken meat in Limpopo Province, South Africa

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Abstract:

The paper's aim was to investigate Consumer perception and preference between broiler and indigenous chicken meat in Limpopo Province, South Africa. In this purpose 216 individuals participated to a questionnaire based survey in Mankweng Township. Factor analysis and chi square analysis was used to analyse the consumer' perceptions towards broilers and indigenous chicken meat. Cronbach alpha value was used to study the properties of measurement scales. The results pointed out an increased study found that where 53% of respondent prefers broiler chicken meat while 47% prefers indigenous chicken meat. Most of persons used to buy meat from supermarket (65%), being advantaged to purchase more food and goods at one way saving time. About 18% persons used to buy meat from hypermarket, 11% from street vendors, 4% produce their chicken meat for consumption and 2% buy from farm gate. Food choice questionnaire highlight that preference of food items is divided into ten categories which are health, mood, convenience, sensory appeal, natural content, price, familiarity and ethical concern. The Cronbach's alpha for this research is 0.748, where number of Cases = 216 and number of Items = 15. So, the research is an acceptable one. With this analysis, the first question of the compare and analyse the influence of consumers' preference between broiler and indigenous chicken meat. Therefore, all factors are acceptably important for consumers' preference and perceptions.

Key word: Chronbach alpha, preference, perception

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Consumer perception and preference between broiler and indigenous chicken meat in Limpopo Province, South Africa.

1. Introduction

Growth of world consumption of meat and meat products is noteworthy, not only for its scale but also for its constancy over a long period. This growth has continued in recent years in spite of successive health crises. All types of meat, including beef, have benefited from

positive trends but the steepest increase in consumption has concerned poultry (Valceschini 2007). Although Nestle (1999) highlights that culturally, meat is associated with wealth and consumption is viewed as a reflection of favourable economic conditions.

Globally consumer are increasingly attracted by chicken meat. But their tastes and preferences are determined by several factors. Some of these factors may be related to food quality while others are inherent in the individual consumer's personality. Within the social and political environment, the demand for safe foods is increasing. Indeed, highly publicized food safety incidents can lead to lasting changes in food purchasing behaviour (Buzby, 2001)

Consumers' decision making on whether to consume any meat product is largely determined by considerable number of characteristics, such as its sensory characteristics, its nutritional value and its impact on health (Muchenje et al., 2009). The estimated production of indigenous chicken in developing countries of Africa and Asia is 70-95% (Rae et al., 2006), whereas broilers are characterised by rapid growth within a short period of time of approximately six weeks under commercial breeding companies who use the advanced intensive fattening systems (Jaturasitha et al., 2008). Therefore, this led consumers concluding that carcass characteristics, quality and unique flavour of indigenous chicken are higher than that of broiler (Choo et al., 2014).

Indigenous chicken is normally raised in many rural areas of South African and takes considerable time to mature and usually they are not provided with feed and water on a daily basis but they hunt for their survival. Their popularity in rural communities is also associated with the role they play in religious and traditional ceremonies (McAinsh et al., 2004). Poultry meat also benefits from a universal tradition of production and consumption. The absence of religious obstacles facilitates the geographic expansion of its consumption. Poultry meat is consumed throughout the world.

The demand for animal products in the world is projected to expand by the year 2020 due to increase in urbanization, human population and income growth which will create markets for animal products (Delgado et al., 1999). The main problem is that consumers' selection of food is governed by many factors, including culture, religion, lifestyle, diet, knowledge, health concerns and food trends, often influenced in the advertisement, news and personal take by the media (Popa et.al, 2011). This usually involves conforming to ethical standards throughout the breeding, growing and processing of the product.

Two important concepts govern the intention to purchase chicken meat products are the consumer self-identification with ethical issues and theory of planned behaviour, in which the attitudes, subjective norms and perceived level of behavioural control combine to influence the intention to purchase. Some consumers discriminatory of buying is evidenced in their reluctance to buy meat produced from intensive systems if the quality of meat produced is perceived to be adversely affected by the way the animals have been treated (Schröder and McEachern, 2004). Vukasovic (2009) suggested that country of origin plays a key role in the consumers' purchasing process; particularly, the label details (country of origin, nutritional qualities, low fat, vitamin and mineral supplementation, lack of preservatives or additives, etc.) are taken into consideration. Magdelaine (2008) reported that chicken meat consumption in countries is increasing due to the time saving features of chicken meat while preparing a meal at home and its diversified use by catering companies

The aim of this study is to investigate Consumer perception and preference between broiler and indigenous chicken meat in Limpopo Province, South Africa.

The objectives of this study are

(i) Profile households' socioeconomic characteristics of the respondent
(ii) Analyse the consumer' perceptions towards broilers and indigenous chicken meat in Limpopo Province, South Africa.
(iii) Compare and analyse factors influencing consumers' preference between broiler and indigenous chicken meat in Limpopo Province, South Africa.

2. Literature review

This study is on the Consumer perception and preference between broiler and indigenous chicken meat in Limpopo Province, South Africa. The study aims to investigate Consumer perception and preference between broiler and indigenous chicken meat. Several research results pointed out the importance of poultry meat quality (Almeida et.al, 2009 and Fletcher 2002), its sensorial features (Sow and Grongnet, 2010), cholesterol content, consumer preference for poultry meat compared to other meat sorts like beef, pork, lamb , preference for meat cuts , and income influence on poultry meat consumption.

Chicken meat consumption globally

Growth of world consumption of meat and meat products is noteworthy, not only for its scale but also for its constancy over a long period. This growth has continued in recent years in spite of successive health crises. According to Kim and Park (2001) chicken consumption is

increasing among people who take into account nutrition and a healthy lifestyle. Chicken consumption in Korea has increased annually showing a high rate of increase of 4.5 percent from 1980-2010 periods, while beef and pork increased by only a little over 3 times during the same timeframe. Han et al., (1996) also highlight that an increasing preference for quality livestock products and reforming of national sentiment have led to slowly increasing interest in indigenous chickens. Meat consumption increased at world level and in Europe due to the increased demand for white, lean and healthier meat In Romania, poultry meat consumption increased from 17.37 kg/inhabitant in 1990 to 21 kg/capita in 2009 (Van Horne Peter, 2010).

Consumer preference, attitude and behaviour towards chicken meat

The necessity of securing the food supply in terms of quality and quantity for the increasing population, as well as the need for animal proteins, health problems due to nutrition, and consumers' awareness and tendency to maintain a healthy and balanced diet, have all made the poultry sector a significant industry throughout the world. About 70% of the individual consumers often included poultry products in their daily menus and 57.5% of the consumers secured their supplies of the products from traders (Augustine and Ruchira 2017). Many consumers have a negative perception of intensive farming and say that they are willing to pay more for food produced where animal welfare standards are considered and followed. However, many consumers do not purchase the products from animals kept in better welfare because of the high price (Bonamigo 2012 and Akaichi et.al 2016)

Consumer perception

Consumers' Perception of food safety of respondents buying from street vendors is significant lower than for respondents buying from modern markets. Perception of wet markets on reputation and openness on safety, care of safety, attention and control of safety, are significant lower than for modern markets. Perception of respondents buying from wet markets and modern markets are indifferent for performance on food safety and selling safe poultry meat.

Experts, however, judge wet markets lower for food safety, especially as modern markets are cooled chains. Therefore, respondents' safety perception is not according to scientific viewpoints and respondents' awareness of safety risks has to be created for poultry meat.

3. Methodology

Study area

The study was conducted at Greater Mankweng Township, Polokwane Municipality in Limpopo Province of South Africa. The study area included areas such as Mamotintane, Makanye, Mentz and Nobody. Mankweng, also called Sovenga is a township in Capricorn District Municipality in the Limpopo province of South Africa, and home to the University of Limpopo. It is located about 27 km east of Polokwane on the R71 road to Moria and Tzaneen.

Sampling and data collection

The study used primary data which was collected using face-to-face interview through structured questionnaire. The data was collected from 216 respondents whom some were met at shopping complex/ malls and interviewed in the live poultry market and some in their home. The data that were collected from the respondents include general information of the respondents such as age, income, characteristics of households, place where to buy their chicken, consumer preference of chicken meat, price and quantity of chicken meat required, consumer tastes, diversification, and satisfaction and opinions about the quality of security products and chicken meat. The purposive sampling was used to identify and interview households who purchase chicken meat.

Analysis

The collected data were analysed using SPSS 25.0. Discriptive analysis was used to profile households' socioeconomic characteristics and preference of consumption. Factor analysis and chi square analysis was used to analyse the consumer' perceptions towards broilers and indigenous chicken meat. Cronbach alpha value was used to study the properties of measurement scales.

4. Results

Table 1: Socioeconomic characteristics of the respondent

Item		Frequency	Percentage (%)
Gender	Female	122	56.5
	Male	94	43.5

Age	<25	92	42.6
	26-35	74	34.3
	36-45	37	17.1
	46-55	9	4.2
	56<	4	1.9
Source of income	Salary	70	32.4
	Wages	41	19.0
	Pension	5	2.3
	Social grants	15	6.9
	Remittances	85	39.4
Monthly income	>1000	15	6.9
	1001-5000	116	53.7
	5001-10000	44	20.4
	10001-15000	26	12.0
	150001<	15	6.9
Education level obtained	No education	7	3.2
	Primary education	6	2.8
	Secondary education	63	29.2
	Tertiary education	140	64.8
Ethical group	Black	210	97.2
	Coloured	3	1.4
	Indian	3	1.4
Marital status	Single	148	68.5
	Married	54	25.0
	Widow	2	0.9
	Divorced	12	5.6
Occupation	Public sector	71	32.9
	Private sector	40	18.5
	Pensioner	4	1.9
	Unemployed	86	39.8
	Self-employed	15	6.9
Place of Resident	Rural	103	47.7
	Semi-rural	41	19.0
	Urban	18	8.3
	Semi-urban	36	16.7
	City	18	8.3
Religion	Christian	171	79.2
	Muslim	20	9.3
	African tradition	11	5.1
	Other	14	6.5

The socioeconomic profile of the respondents is presented in Table 1. There were 216 respondent and were divided into 94 (43.5) males and 112 (56.5%) females. The age groups was divided into five groups of responded aged <25 were in majority 42.6%, while 26-35 were (34.3%), 36-45 were 17.1%, 46-55 were 4.2% and 56< were 1.9%. Many respondent depend heavily on either remittances (39.4%) or salary (32.4) while other depend on wages (19.0%), social grants (6.9%) and pension (2.3%). The monthly income generated by responded rages from <R1000 (6.9%) to R150001< (6.9%) while majority of the responded

receive R1001-R5000 (53.7) and others receives R5001-R10000 (20.4%) and R10001-15000 (12.0%). More responded acquired a tertiary education (64.8%) while only lesser respondent acquired either Primary education (2.8%) or No education (3.2%) while a fair number acquired Secondary education (29.2%). Majority of interviewed respondent were black (97.2%) while only 2.8% represented both Indians and coloured population. From the population of respondent 68.5% were single, 25% married, 5.6 % divorced and only 0.9% are widowed. Public sector plays an important role in employing the majority of the respondents (32.9%) although it shares majority with unemployed respondents (39.8%), private sector employed 18.5% while self-employed and pensioner contributed less at 6.9% and 1.9% respectively. Almost half of the respondents (47.7%) reside in the rural areas, 19% reside in semi-rural, 8.3% reside in urban, and 16.7% reside in semi-urban and 8.3% reside in the cities. Religion play an important role in the consumption of different meat. On this findings 79.2% of interviewed population are Christians, 9.3% Muslims, 5.1% believe in African traditions and 6.5% either are non-believers or believe in other religions.

Consumers' preference towards broilers and indigenous chicken meat

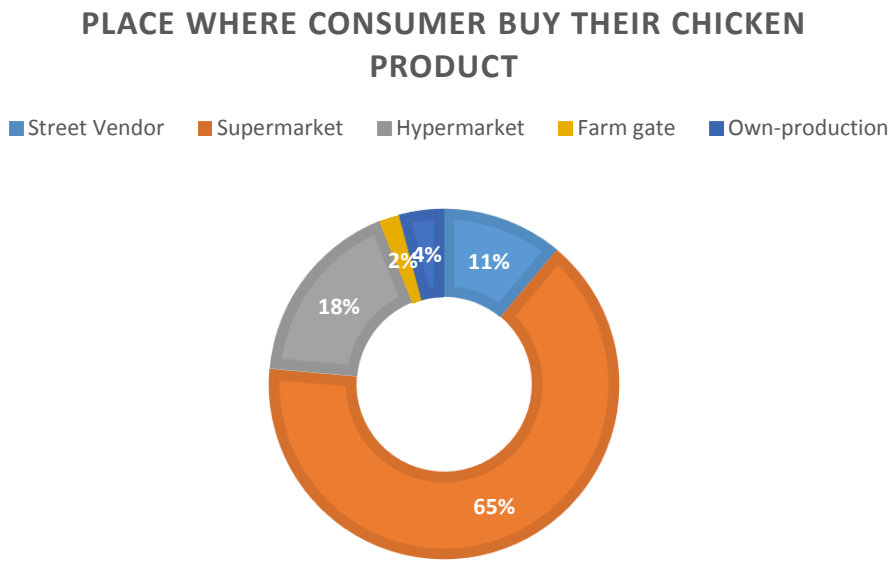

Figure 1: Preference for the purchase place

Preference for the place where consumers buy their chicken meat product differ. The answers given by the respondents pointed out that there are many types of shops where poultry meat could be bought. Most of persons used to buy meat from supermarket (65%), being advantaged to purchase more food and goods at one way saving time. About 18% persons

used to buy meat from hypermarket, 11% from street vendors, 4% produce their chicken meat for consumption and 2% buy from farm gate.

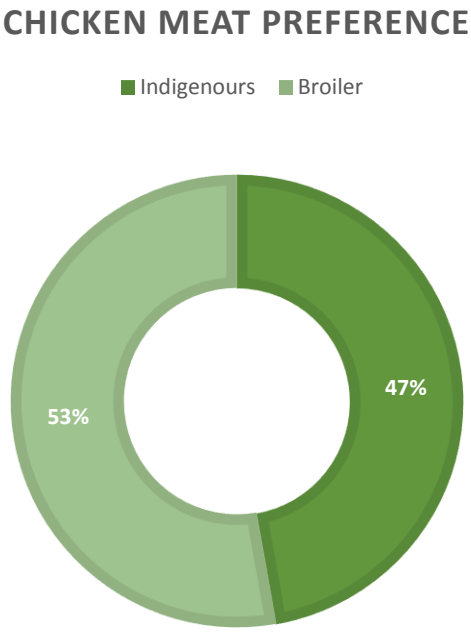

Figure 2: Chicken meat preference

Both indigenous chicken and broiler chicken meat have a fair share of preference by consumers. Respondents indicated that their choice for chicken meat is driven by their personal preference where 53% or respondent prefers broiler chicken meat while 47% prefers indigenous chicken meat.

Table 2: Consumer opinion on the importance of sensorial characteristics and nutritional value of chicken meat

Items	Level of agreement				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Health					
Contains a lot of vitamins and minerals	50	83	57	17	9
Keeps me healthy	65	94	32	17	8
Is nutritious	57	98	45	7	9
Is high in protein	57	98	45	7	9
Is good for my skin/teeth/hair/nails etc.	47	73	64	26	6
Is high in fibre and roughage	17	63	70	44	22
Mood					
Helps me cope with stress	11	43	65	77	20

Helps me cope with life	18	42	56	72	28
Helps me relax	12	71	43	68	22
Keeps me awake/alert	20	33	63	82	18
Cheers me up	20	73	60	54	9
Makes me feel good	24	98	35	50	9
Convenience					
Is easy to prepare	58	84	10	37	27
Can be cooked very simply	76	83	6	39	12
Takes no time to prepare	51	64	18	48	35
Can be bought in shops close to where I live or work	81	73	19	27	16
Is easily available in shops and supermarkets	74	74	6	31	31
Sensory appeal					
Smells nice	58	86	38	22	12
Looks nice	56	101	29	21	9
Has a pleasant texture	48	100	41	19	8
Tastes good	91	95	13	5	12
Natural content					
Contains no additives	49	66	51	28	20
Contains natural ingredients	58	50	57	29	22
Contains no artificial ingredients	61	81	33	27	14
Price					
Is not expensive	61	81	33	27	14
Is cheap	45	74	41	35	21
Is good value for money	53	90	42	31	0
Weight control					
Is low in calorie	22	55	99	24	16
Helps me control my weight	37	55	63	41	20
Is low in fat	36	68	65	31	16
Familiarity					
Is what I usually eat	82	89	15	25	5
Is familiar	64	106	23	12	11
Is like the food I ate when I was a child	71	51	43	28	23
Ethical concern					
Comes from countries I approve of politically	18	54	96	36	12
Has the country of origin clearly marked	29	30	101	32	24
Is packaged in an environmentally friendly way	41	64	68	27	16

Food choice questionnaire highlight that preference of food items is divided into ten categories which are health, mood, convenience, sensory appeal, natural content, price, familiarity and ethical concern. It also allow the respondent to have level of agreement where a respondent will strongly agree, agree, becomes undecided, disagree and strongly disagree. Respondent take their health as an important factor.

Health

Majority of respondents either strongly agree or agree that health become an important aspect of their preference of chicken meat. More than 50% of the respondents either strongly agree or agree that when selecting their chicken meat preference they focus on the chicken meat that contains a lot of vitamins and minerals, keeps them healthy, is nutritious, is high in protein and is good for their skin/teeth/hair/nails etc.

Mood

Majority of respondents are undecided if they are agreeing or disagreeing that mood is important for their preferences. Respondents are undecided that chicken meat helps them cope with stress, helps them cope with life, helps them relax, keeps them awake/alert, cheers them up and majority of respondents agree that chicken makes them feel good based on their preference.

Convenience

Majority of respondents either strongly agree or agree that convenience become an important aspect of their preference of chicken meat. Respondents believe that they prefer their choice of chicken meat because it is easy to prepare, can be cooked very simply, takes no time to prepare, can be bought in shops close to where they live or work and it is easily available in shops and supermarkets.

Sensory appeal

Sensory appeal place an important role in the visual and smell characteristics of a person. Respondents agree that they prefer either broiler or indigenous chicken meat because it smells nice, looks nice, has a pleasant texture and tastes good.

Natural content

More respondents are either agreeing or undecided that natural content is important for their choice. Respondents agree or are undecided that they prefer either broiler or indigenous chicken meat because contains no additives, contains natural ingredients and contains no artificial ingredients.

Price

Price determine the ability of individuals' buying power. Majority of respondent agree that they consume the chicken meat of their choice because it is not expensive, is cheap, Is good value for money, for weight control, that it is low in calorie, helps them control my weight and it is low in fat. They is no respondent who strongly disagree that their choice is good value for money.

Familiarity

Respondents either strongly agree or agree that they are familiar with the choice of their chicken meat and they consider it an important aspect of their preference of chicken meat. Respondents believe that they prefer their choice of chicken meat because it is what they usually eat, it is familiar to them and it is like the food they ate when they was a child.

Ethical concern

More respondents are undecided that ethical concern is important for their choice. Respondents are undecided that they prefer either broiler or indigenous chicken meat because comes from countries they approve of politically, has the country of origin clearly marked and it is packaged in an environmentally friendly way.

Consumers' perceptions towards broilers and indigenous chicken meat

Table 3: Attitudes towards healthy eating and food safety

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Buy food that is processed as it is easier to prepare and store	76	59	24	36	21	216
Like food to be unprocessed even if this means that it takes more effort to prepare and keep fresh	46	43	50	49	28	216
Want food that I buy to look attractive even if this means it has been processed in some way	39	85	34	36	22	216
I want food that I buy to be unprocessed even if this means that it has an	23	38	33	67	55	216

irregular appearance

Attributes can influence choice and consumption of both indigenous or broiler chicken meat. More respondent (76) strongly agree that they buy food that is processed as it is easier to prepare and store and few respondent are undecided (24) or strongly disagree (21) that processed food are easier to prepare. It is evenly segmented that respondent like food to be unprocessed even if this means that it takes more effort to prepare and keep fresh 46 respondent strongly agree, 43 agree, 50 neither agree nor disagree and 49 disagree while few (28) strongly disagree. More respondents agree (85) that they want food that they buy to look attractive even if this means it has been processed in some way while few (22) strongly disagree with that point. Majority of respondents either disagree (67) or strongly disagree (55) that they want food that they buy to be unprocessed even if this means that it has an irregular appearance.

Table 4: Behaviour towards healthy eating and food safety

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Understanding of food quality influences what I buy	74	92	19	13	18	216
Food quality is the key part of my buying decision	85	85	20	10	16	216
There are many aspect to food quality	40	110	43	10	13	216
When buying food, food quality is the main motivation	64	91	35	19	7	216
Food quality dictates where I do my shopping	75	76	30	18	17	216
I buy food from many different shops	35	102	24	31	24	216
Food quality doesn't influence what I buy	25	35	14	64	78	216
Consider a range of different foods before deciding what to buy	32	90	25	46	23	216
Have knowledge about the chicken meat	35	81	52	33	15	216
Recognise different types of chicken meat products	36	116	33	27	4	216

I'm aware of my chicken meat choice	37	117	33	24	5	216
I'm conscious about what I eat	63	95	29	16	13	216
My impression on my choice is high	50	85	49	7	22	216

Behaviour towards healthy eating and food safety during this days because more food is processed and contain more additives. More respondent agree (92) or strongly agree (74) that their understanding of food quality influences what they buy. Majority of respondent agree (85) or strongly agree (85) that food quality is the key part of their buying decision. Respondents agree (110) that there are many aspect to food quality. More respondent agree (91) or strongly agree (64) that when buying food, food quality is the main motivation. More respondent also agree (76) or strongly agree (75) that food quality dictates where they do their shopping. More respondent agree (102) they buy food from many different shops. More respondent disagree (64) or strongly disagree (78) that food quality doesn't influence what they buy. More respondent agree (90) that they consider a range of different foods before deciding what to buy. Respondent either agree (81) or are undecided (52) if have knowledge about the chicken meat. More respondent agree (116) that they recognise different types of chicken meat products and 117 respondent agree that they are aware of their chicken meat choice. More respondent agree (95) that they are conscious about what they eat and 85 agree while 49 are undecided about their impression on their choice is high.

Table 5: Descriptive statistics of attitudes and behaviours towards healthy eating and food safety

	Factors	Mean	Std. Deviation
Economic factor	Price	7.44	2.78
	Special	6.33	2.98
	Quality	7.65	2.69
	Benefit to local community	4.97	3.03
Environmental factors	Organically produced	5.08	3.32
	Free range as an	4.75	2.86
	Seasonality of food	4.61	2.98
	Distance food travelled	5.53	3.34
	Sustainability of food source	6.02	2.81

	Fair trade	4.74	3.00
	Healthiness of the food	7.48	3.38
	Salt level	4.94	3.18
Social factors	Fat content	5.54	3.14
	Calorie content	4.93	3.14
	Supporting the local farming community	5.26	3.16

It clearly indicate that the most commonly factor considered under the economic factors is Quality (mean=7.65, SD=2.69), followed by price (mean=7.44, SD=2.78), special (mean=6.33, SD=2.98) and benefit to local community (mean=4.97, SD=3.03). Under environmental factors the most commonly considered factor by respondents is sustainability of food source (mean=6.02, SD=2.81), distance food travelled (mean=5.53, SD=3.34), organically produced (mean=5.08, SD=3.32), free range (mean=4.75, SD=2.86) then seasonality of food (mean=4.61, SD=2.98). When considering social factors the most commonly considered factor is healthiness of the food (mean=7.48, SD=3.38), fat content (mean=5.54, SD=3.14), supporting the local farming community (mean=5.54, SD=3.16), salt level (mean=4.94, SD=3.18), calorie content (mean=4.93, SD=3.14) then fair trade (mean=4.74, SD=3.00).

Table 6: Reliability Statistics

Cronbach's Alpha	Number of Items
.748	15

Reliability analysis and the Cronbach alpha value allows to study the properties of measurement scales and the items that compose the scales. Reliability is concerned with the extent to which any measuring procedure yields the same results on repeated trials. Cronbach’s alpha is designed as a measure of internal consistency. A rule of thumb that applies to most situation is alpha greater than 0.7. The Cronbach’s alpha for this research is 0.748, where number of Cases = 216 and number of Items = 15. So, the research is an acceptable one.

Table 7: Factorial Analysis

Factors	Cronbach's Alpha

Price as an economic factor	.758
Special offers as an economic factor	.751
Quality as an economic factor	.750
Benefit to local community as an economic factor	.739
Organically produced as an environmental factor	.726
Free range as an environmental factor	.747
Seasonality of food as an environmental factor	.718
Distance food travelled as an environmental factor	.721
Sustainability of food source as an environmental factor	.731
Fair trade as a social factor	.737
Healthiness of the food as a social factor	.757
Salt level as a social factor	.720
Fat content as a social factor	.711
Calorie content as a social factor	.716
Supporting the local farming community as a social factor	.732

Table 7 presents each formed component and the factors combined in each group, as well as Cronbach's alpha, signalling the strength of the grouping. With this analysis, the first question of the compare and analyse the influence of consumers' preference between broiler and indigenous chicken meat. Therefore, all factors are acceptably important for consumers' preference.

5. Conclusion

The survey on Consumer perception and preference between broiler and indigenous chicken meat in Limpopo Province pointed out that social, economic and environmental factors are important for consumer. The study found that where 53% of respondent prefers broiler chicken meat while 47% prefers indigenous chicken meat. Most of persons used to buy meat from supermarket (65%), being advantaged to purchase more food and goods at one way saving time. About 18% persons used to buy meat from hypermarket, 11% from street vendors, 4% produce their chicken meat for consumption and 2% buy from farm gate. Food choice questionnaire highlight that preference of food items is divided into ten categories which are health, mood, convenience, sensory appeal, natural content, price, familiarity and ethical concern. The Cronbach's alpha for this research is 0.748, where number of Cases =

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