

Consumer insights on marketing of sausages: A case study in selected Districts

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Abstract

Consumer buying behavior is the decision process and act of ultimate consumer involved in buying and using products. Hence, it is very important to study how consumers behave in the market to develop and maintain an effective marketing management system for sausages, which precisely matches the needs of people in the target market. The objectives of the study were: to examine knowledge, attitudes and behavior of the consumer for process meat with special reference to sausages, and to identify the factors affecting on purchase of sausages by the consumer. The study was conducted in Colombo, Gampaha, Chilaw, Rathnapura, Kurunagela, Kandy, Anuradhapura, Kaluthara and Galle through a field survey.

According to the consumption status of sausages many of the households (43%) are rear users (not consume sausages even once in a month). Consumption status of sausages significantly related with the income level of the household, presence of different age group of children in the family and employment category of the wives. But consumption status was not related with the religious background of the household. When considering the sausages as a type of process meat housewives have good perception on: preference of children, attractiveness and effectiveness of the promotional program, convenience, hygienic condition of the product, availability of different packet sizes and availability in the market. However consumers don't have good perception on nutritive value of the product and impact of the health condition of the people. Wives of households have pity much knowledge on the quality certificate of the product but they are lacking knowledge on the nutritive value of the product and price difference among brands. Whether the buying decision mostly (64%) made by the husbands in the families, 73% of the households targeting their children when they buying sausages. 60% of consumers buying 250 g packet sausages. Selecting a particular brand depends on the brand loyalty and the image build in the society for the brand other than that quality, taste and availability in the market also make influence on it. Product factors such as quality, brand and price have influence on the purchasing decision. However, personal, psychological, and social cultural factors have only little impact on the purchase decision of the consumers.

Introduction

Since last few decades there has been definite trend towards the manufacturing of process meat. Sausage is one of the oldest forms of process meat. Process meat industry, like any other has to keep place with consumer demand. The aim of marketing is to meet and satisfy target consumers needs and wants. Consumer buying behavior is the decision process and act of ultimate consumer involved in buying and using products. The objectives of the study were: to examine knowledge, attitudes and behavior of the consumer for process meat with special reference to sausages, and to identify the factors affecting the purchase of sausages by the consumer.

Methods

The study was conducted in Colombo, Gampaha, Chilaw, Rathnapura, Kurunagela, Kandy, Anuradhapura, Kaluthara and Galle based on the high sales of process meat. 300 wives of sausage consuming household were selected for the study. Selected number from each area proportionately allocated based on population density and sales of sausages in each area. Study was carried out through a field survey by administering pre-tested structured questionnaire. Data were analyzed by using graphs, tables, Chi-square test and Kruskal-Wallis test.

Results and Discussion

According to consumption status of sausages, 18% Users (consume even one time per week), 39% Lag users (consume even one time per month) and 43% rear users (all other consumers). Chi-square test reveals that, consumption status of sausages significantly related with the income level of the household, presence of different age group of children in the family and employment category of the wives. But consumption status was not related with the religious back ground of the house hold. Preference of children, effectiveness of promotional programs, availability of different packet size, convenience of usage, availability in the market, hygienic condition of the product, price, nutritive value of the product and affected to the health condition of the people are the factors affecting buying behavior.

Buyers have a good knowledge level on quality certificates. But their knowledge level on impurities, nutritive value, price different among brand rated comparatively low. Mostly (64%) buying decision is made by husbands of the family. Action performs in buying decision process is highly influenced by packaging. About 95% of household prefer only packeted sausages, 3% prefer unpacked sausages and 2% buy both. Taste and quality are the main factors considered when they selecting a particular brand. 38% have mentioned that availability in the market also highly influence on the buying decision.

Product factors are highly influenced on buying decision process according to the result of Kruskal-Wallis one-way ANOVA and descriptive statistics. Respectively effective level of the each factor on the buying decision process can be ranked as quality, brand name, price, hygienic condition of end product, convenience of use, nutritive value of product, attractiveness and type of package. Respectively 71% and 64% household have mentioned that quality and brand highly influence on the purchase decision. Effective level of the price is placed after the above factors. Nutritive value and attractiveness and type of package make only little effect on buying of sausages. Descriptive statistics implies that other than product factors, personal (income, life style), psychological (general perception and believes and attitudes) and socio cultural factors (family size and composition) also made some impact on the purchase decision of sausages.

Conclusion

Consumption status of sausages reveals most of households are rear users. Their consumption status relate with the income level of the family, number of children, and presence of different age group of children in the family. But consumption status does not relate with the religious background. Consumers have good perception about preference of children, attractiveness and effectiveness of promotional program, Convenience of usage and Availability in the market. However, consumer perception on nutritive value and effectiveness to health condition is not satisfactory. Although the buying decision of sausages is taken by husbands in the family, most of them are targeting their children. When selecting particular brand, consider the quality, taste and availability in the market other than image and trust build on the brand in the society. Product factors such as quality, brand and price are highly influence on buying decision of sausages. Moreover, personal, psychological and socio cultural factors also made little effect on buying decision process of sausage.

References

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