

Knowledge, Attitude and Practices (KAP) Survey on Processed Meat Products Consumption among Agriculture Undergraduates of Government Universities in Sri Lanka

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KAP survey is a study of a distinctive population to agglomerate information on what is known, what is feel or believe and how deed in continuity to a particular topic. The study was aimed to assess the knowledge, attitude and practices on processed meat products (PMP) consumption among Agriculture undergraduates of government universities in Sri Lanka. Data collection was done by pre-tested questionnaire method and sample size of 370 undergraduates was selected using stratified and simple random sampling techniques. Descriptive statistics and chi-square test were performed for the data analysis. Results of descriptive statistical revealed that, female showed the highest knowledge response than the male (Female 24.48% versus Male 22.98%) on PMP. Majority of the participants (98.1%) consumes PMP. Among them, nearly 58% were not aware about the recommended limit of sodium nitrate for PMP. Chicken sausages (73.78%) were reported as the highest purchasing PMP. However, majority (85.94%) responded that PMP can cause negative effects on health and 56.75% responded that there is a higher chance to get high cholesterol level from PMP. Moreover, 41.35% of participants reported that advertising is the most inducing factor to purchase PMP. Majority of the participants (58.64%) favor PMP with soft texture and intermediate colour (65.40%). Further, 62.16% participants favor to have more pictures over more letters in the label of PMP. There was no significant association between knowledge and nutritional level for PMP ($p=0.21$). Attitude towards PMP among undergraduates significantly affected ($p< 0.05$) on their opinion on healthiness of added chemicals in processed meat products. Quality certificates and preferred form of cooking are the factors significantly ($p<0.05$) affected on the practices of PMP consumption. In conclusion, it is required to implement awareness programs about PMP to improve the knowledge, rectify the negative attitudes/myths and enhance the consumption level.

Keywords: Sodium nitrate, Quality certificates, Cholesterol, Undergraduates, Meat products