

**A STUDY ON HOUSEHOLD EGG CONSUMPTION  
PATTERN IN SRI LANKA**

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by

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## Abstract

Household egg consumption effects on many factors such as consumer's personal, ideals, social framework, convenience, monetary concerns, quality, resources and health and nutrition factors effect of monthly household egg consumption in Sri Lanka. Pre-tested structured questionnaire was used to collect data from Sri Lankan people those who consume eggs. Questionnaire included information on family members, education level, ideals, quality, and convenience like factors. According to food consumption model to select the conceptual model of food choice proposed by Furstet *et al.* (1996) as the main theoretical frame of the study and the model comprehensively explains the food choice behavior. It was conducted to cover all Islands briefly and consumer survey was conducted in Ampara, Badulla, Colombo, Galle, Polonnaruwa, Jaffna, Kandy, Kurunagala and Nuwara Eliya districts and Negombo area. According to population in selected districts, total population of 1,203 were selected using stratified random sampling techniques covering all provinces. Average monthly household egg consumption was 32 eggs while very few used 72 eggs per month. 56% of people like eat brown color eggs over white. 84.48% of egg consumers prefer to consume free raised eggs and 8.82% of egg consumers who prefer to consume farm eggs. Only 6.7% of egg consumers prefer to consume both farm and free raised eggs. According to information, personal, ideals, health and nutrition were highly significant for the model. While social, monetary concerns, quality, convenience and resources were not significantly contributed to the model. Most of the people were consumed eggs two times per week. According to data, annual per capita egg consumption of the individual was 91 eggs. It showed that egg consumption has increased from 58 eggs in 1995 to 91 eggs in 2014.

**Key words:** Egg, House hold egg consumption, Consumption pattern.