

**IMPACT OF ADVERTISING ON DEMAND  
FOR FRESH MEAT AND PROCESSED MEAT  
IN KEGALLE DISTRICT**

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## **ABSTRACT**

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Advertising has identified as one of the key determinants of food demand among people in many developed and developing countries. Even though advertising affects to consumer buying behavior, quality of the meat and meat product is questionable. Meat and meat products are highly popularized protein sources available in local market. Thus the objectives of this study is focused on to identify the relationship of advertising on demand for meat and processed meat products, to determine the most popular type of fresh meat and processed meat product and to identify the most popular mode of advertising which affects the demand in Kegalle district. The sample was taken randomly from 150 meat consumers in Kegalle district. A Structured questionnaire which is comprised of two sections was used for the study. The first section was focused on demographic information of the respondent and section two comprised with the types of fresh meat and processed meat consumed quantity and frequency of consumption and modes of advertising. Demographic data was analyzed using charts and tabulation techniques. Effect of advertising was analyzed using Chi-square test of association using SPSS 16 software. Effect of advertising was measured using percentage perceptual effect as >60% Strong influence, 40-60% moderate influence and <40% slight influence. Demand for fresh meat evaluated as < 4 kg low, 5-8 kg moderate, >9 kg high and processed meat was measured <2 kg low, 2-4 kg moderate and > 4 high by considering quantity purchased per month. There is no statistically significant difference ( $P>0.01$ ) between influence of advertising mode on demand of both fresh meat and processed meat. The most popular fresh meat type was chicken and processed meat type was sausages. The most popular advertising media which affected to the demand for both fresh meat and processed meat was Television.