

**CONSUMER ATTITUDE ON FRESH AND PROCESSED
MEAT QUALITY; A CASE STUDY FROM BADULLA
DISTRICT**

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ABSTRACT

Worldwide, food safety crises debates have come forward as an important aspect especially in meat industry. Hence, producers, distributors, marketing staff and policy makers should have higher consideration towards meat quality. Thus, this study was conducted with aim of identifying the factors influenced on consumer attitude towards meat quality with special reference to Badulla district. Two hundred consumers were randomly selected and interviewed using a pre-tested structured questionnaire. The primary data were analyzed using the Microsoft Office Excel (2007) and Minitab14 software. The Regression model was developed to determine the socio-demographic factors that influence for consumer attitude toward meat quality as, Consumer attitude on meat quality (AI) = f (Age + Religion + Income + Education + Nutritional purpose + Taste purpose + Gender+ Government occupation + Private occupation + Market type). All respondents consumed at least one kind of meat product only 1% of respondents did not consume any type of meat. Ninety percent of the respondents had established their meat consumption pattern at their child age. The religious believes (55 %), economic concerns (16 %) and antipathy for killing animals (17 %) were the most popular reasons for not being meat consumers. The “meat colour” (80 %) was most concerning factor at time of purchasing and 20.5 % of respondents concerned “quality standards” as first. The cleanliness and freshness (30 %), tenderness (2.5 %), juiciness (1.5 %) and marbling (1.2 %) were other most concerning quality parameter at time of purchasing. The income, education level, gender and religion are significantly affected for consumer attitude toward meat quality. There were no significant correlation between the attitude index and age, purpose of meat consumption, occupation and market type. The results showed a positive coefficient of the gender and income level with attitude index.