



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2017; 3(12): 21-26
www.allresearchjournal.com
Received: 06-10-2017
Accepted: 07-11-2017

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The preference and consumption of chicken likers in south Indian consumers (With ref to cooking patterns of chicken meat in Chennai)

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Abstract

Poultry meat plays an important role in human diet because it's nutritional value given by high value protein, essential amino-acids, low cholesterol, special flavor, convenient price. The paper goal was to study consumer behaviour for poultry meat. The preference and consumption of chicken meat have been tremendously increasing in Chennai. About 120 respondents who took part in the study were classified into four groups Chicken Consumers namely routine Die-hard, Meticulous, Mechanical and Information Seekers health concern and real chicken lovers based on their preference and consumption of chicken meat. It is worthwhile to mention that the taste, price, and easy to cook were statistically significant between the four groups. In addition, race moderates the relationship with south Indian peoples staying in Chennai dominating the chicken liker's category. It is interesting to observe that Andhra Pradesh prefer chicken meat with chilies with peppers and Chennai prefer chicken meat with salad. The findings of the study are useful to the marketing agencies that are responsible in selling chicken meat. Further, the results may be used as a guide to the selection of chicken meat, and also to the restaurant owners in the selection of food to be offered to their consumers.

Keywords: Poultry, chicken likers, restaurant, consumer perception

Introduction

The increase of chicken meat consumption is due to the versatility of the meat, relatively low cost in comparison to other meat, the acceptance of the chicken meat to all religions and increase in the household income. Nestle (1999) indicated that meat consumption is viewed as a reflection of favorable economic conditions. The population of Chennai consists of many ethnic groups with diverse religions and beliefs; therefore food consumption differs from one religion to another. Meat consumption in particular is determined by the religions where pork is forbidden to Muslims and beef is prohibited to Hindus, which makes poultry meat highly consumed due to its religious acceptance amongst the meat commodities. This is due to the increased demand from consumers with higher incomes and the perceptions that poultry meat is healthier than other meats. Despite the growth of chicken meat consumption in Chennai, there is a lack of research on identifying the factors influencing chicken meat preference and consumption. Further, there is no literature available which discusses on chicken addicts with race as a moderator.

Overview of South Indian Cuisine

South Indian cuisine: includes the cuisines of the Three Race southern states of India: Andhra Pradesh, Kerala, and Tamil Nadu.

Andhra Pradesh & Telangana Cuisine

Andhra Cuisine is largely vegetarian, but the coastal areas have large repertoire of sea food. Andhra Food is served with rice. Andhra Pradesh is famous for its hot and spicy cuisine along with its cultural heritage. The cuisine of Andhra Pradesh includes both the original Andhra Cuisine and the Hyderabad Cuisine having a Mughlai influence. Out of those two cuisines, the former one is most hot and spicy. It is also famous for its non-vegetarian preparation and lamb is the most widely used meat here. Hyderabad Biryani, one of the India's most popular foods is flavored rice with meat or vegetables. It is an important part of Hyderabad Cuisines.

Kerala cuisine

Kerala's long coastline and numerous rivers have led to a strong fishing industry in the region, making seafood a common part of meals. Coconuts grow in abundance in Kerala, so grated coconut and coconut milk are commonly used for thickening and flavouring. A Favourite dish of Kerala Christians is a chicken stew. For this dish, chicken, potatoes and onions are simmered gently in a creamy white sauce flavored with black pepper, cinnamon, cloves, green chillies, lime juice, shallots and coconut milk. Lamb and duck can replace chicken in the stew recipe. In addition to chicken and fish, Christians along with some section of Hindus and all Muslims in Kerala also eat red meat. Malabar biriyani is a rice cuisine using khyma rice instead of basmati rice. This biriyani is known as Thalassery biriyani and is the only variety of biriyani in Kerala

Tamil Nadu cuisine

A typical Tamil meal consists of many spicy and non-spicy dishes. Many of these dishes are generally mixed and eaten with steamed rice, which is the staple food of the region. Except for Brahmins and a couple of non-Brahmin castes, most Tamilians eat non-vegetarian food. However, on a typical day, a Tamil family will eat mostly vegetarian food, and the intake of meat is lower than in most parts of the world. Chettinad cuisine is famous for its use of a variety of spices in preparing mainly non-vegetarian food. The dishes are hot and pungent with fresh ground masalas, and topped with a boiled egg that is usually considered an essential part of a meal. They also use a variety of sun-dried meats and salted vegetables, reflecting the dry environment of the region.

Review of Literature

Consumers give priority to food taste as part of the quality (Min and Min, 2011) [6]. Glanz *et al.* (1998) indicate that taste is the most important influencing factor in food choices, followed by price. In the context of chicken meat, it is preferred over mutton or beef because of its great taste. Consumers look for important quality aspects of meat such as the good and tender taste, juicy, fresh, lean, healthy and nutritious (Grunert, 1997).

Lionel Caplan, who has worked with Indian Christians, both middle- and working-class, and with Anglo-Indians, thought that the food patterns I describe here even hold good for Christians, although for Anglo-Indians meat, and especially beef, is of considerable importance.

R.S. Khare, himself of north Indian origin, suggests that 'eating must proceed under self-control, eating satisfying and sufficient food according to the life stage and its duties'. He goes on to note: 'The indigenous notion is analogous to the concept of the balanced diet. It should also be moderate, and this encourages wider distribution of food and decries wasteful consumption'. Elsewhere he says that the Hindu ethic is to 'feed others generously but eat only moderately'.

Chennai is a multi-racial and religious country. Chicken meat is the most common dishes serves during festive season for the Chennai, Andhra Pradesh, and Kerala Communities. For the Chennai, among the famous chicken served during the festival like for Hindus served during the Deepavali is serunding which is the desiccated chicken, with egg. While the Muslims celebrate the Ramzan festival consumes with Mutton, Hallal chicken meat. and Festival likes for Christians Christmas are Fish, Meat, and Chicken and Beef with egg. On the whole, at the time of major

festivals, chicken and mutton are in demand, hence higher prices have to be paid by the middleman to the farmers in Chennai in order to fulfill the demand. Chicken meat remains as the most available and cheapest source of animal protein as compared with beef and pork. Demand for chicken meat is also increasing especially for the fast food sectors. These demand are not only for fresh chicken meat but also for products such a as frozen chicken meals, precooked meals chicken burgers. Besides, poultry cuts are sold directly to markets, hotels, restaurants and super markets as it is the cheapest protein source.

Scope of the Study

Chennai is a multi-racial and religious country. Chicken meat is the most common dishes serves during festive season for the Chennai, Andhra Pradesh, and Kerala Communities. For the Chennai, among the famous chicken served during the festival like for Hindus served during the Deepavali is serunding which is the desiccated chicken, with egg. While the Muslims celebrate the Ramzan festival consumes with Mutton, Hallal chicken meat. and Festival likes for Christians Christmas are Fish, Meat, and Chicken and Beef with egg. On the whole, at the time of major festivals, chicken and mutton are in demand, hence higher prices have to be paid by the middleman to the farmers in Chennai in order to fulfill the demand. Chicken meat remains as the most available and cheapest source of animal protein as compared with beef and pork. Demand for chicken meat is also increasing especially for the fast food sectors. These demand are not only for fresh chicken meat but also for products such a as frozen chicken meals, precooked meals chicken burgers. Besides, poultry cuts are sold directly to markets, hotels, restaurants and super markets as it is the cheapest protein source.

Limitations of the Study

- Due to paucity of time and cost constraint, the study is confined to Chennai city only.
- The study is limited to the 120 respondents of consumer in Chennai. More responses would have made an extensive study possible.
- The research was based on structured questionnaires obtained from a sample of chicken consumers in Chennai. This limitation would obviously imply that the study could only provide some pointers to the research questions and hand relevant to consumers in Chennai.
- The recently viewed chicken likers may influence the opinion of the respondents and therefore some respondents and therefore some responses may be biased.
- The period of the study was confined to 02 September 2017 – 02 November 2017.

Statement of the Problem

The chicken meat is deemed acceptable by all races in Tamilnadu with Muslims consume the halal chicken meat, Andhra Pradesh and Kerala populations consume chicken meat in their everyday routine life whereas there are some religious restrictions on other meats such as Pork and Beef. Globally, minimal number of studies have been undertaken to identify the factors influencing the preference and consumption of chicken meat. The purpose of this study is to examine how the variety of factors including, ingredients, taste, easy to cook, price and Nutrient health concern affect consumers' food choices.

Objectives of the Study

- To study the consumer preference on ingredients, taste, easy to cook used in chicken meat is significantly different among the chicken likers.
- To study on Race verses part of chicken factors influencing chicken likers in Chennai.

Hypothesis of the Study

H1: The Preference ingredients used in Chicken meat is significantly different among the chicken likers in Chennai.

H2: The Race moderates the relationship between the characteristics of eating behaviour of chicken likers in Chennai.

Research Methodology

The present study is conducted in Chennai by distributing the structured questionnaire. In order to increase the trustworthiness of the study, data for this research was obtained through questionnaire survey received from the respondents during the two month survey period from 02September 2017 to 02November 2017. The questionnaire survey has gone through the pilot study of 30 respondents to measure its face validity and reliability.

Questionnaire Design

The questionnaire is based on initial research model and prepositions. The Part-I completely deals with the demographic information about age, gender, annual income, occupation religion. The Part –II of the questionnaire elaborately deals with consumer preference of ingredients used in chicken meat is significantly different among the race moderates chicken likers in Chennai city.

Data Collection

Data collection comprises of primary data and secondary data. The primary data has been collected through questionnaire and secondary data from related journals and publications.

Tools for Analysis

The primary data collected has been analyzed using various statistical tools as under mentioned.1.Percentage Analysis 2.Chi Square Analysis 3. Factor Analysis.

Result and Discussions

Thus, a total of 120 respondents took part in the study and their responses were used for the statistical analysis.

1. Gender

Female respondents dominated the survey in 81 (67.5%) and 39 (32.5%) were male respondents.

2. Age

Age structure. The 120 individuals represented all the age categories, their distribution pointing out 40% persons younger than 40, 35% persons between 50 and 60 years old, 25% persons of 40- 59 years old and 20% older than 60.

3. Occupation of the Respondents

Respondents’ structure by occupation was the following one: 74% employed persons, pensioners 14%, students 12%, housekeepers 18% and unemployed people 2%.

4. Annual Income of the Respondents

The level of income earned by the entire family in the purchase decision of the consumers influenced by the chicken likers in Chennai are 25% of the incomes of the consumer are belowRs300,00,45% between Rs.300001 and Rs.600000,18.3% between Rs600001 and Rs900,000 and 11.7% are above Rs900001.

5. Religion of the Respondents

The data regarding the religion of the consumer’s vital role in consumer’s preference to chicken liker’s majority of the respondents are Christians 54% followed by Muslims 46% and Hindus 20%.

6. Race Domination of the Chicken Eaters Respondents

60 Chennai respondents (50%) dominated the survey, followed by Andhra Pradesh with 42 respondents (35%) and 18 Kerala respondents (15%). The majority of the respondents are Chennai.

7. Frequency of buying poultry meat

Table 1: Observed values for buying frequency of poultry meat

	Daily	Every 2-3 days	Once a week	Every 2weeks	Once a Month	Total
Respondents	46	40	26	06	02	120

Source: Computed data

Interpretation

In general, about a third of the interviewees used to buy poultry meat daily 46(38.33%) for preparing meals of fresh meat while 40(33.33%) preferred to buy meat every 2-3 days due to the lack of time for shopping, in this way meat being frozen and then being gradually cooked. About 26

(21.66%) persons used to buy meat once a week due to the reduced free time, 06(5%) used to buy meat every 2 weeks and 02(1.666%) one a month manly due to age and limited budget.

8. Consumer Preference for Various Meat Sorts

Table 2: Observed values for consumer preference for chicken meat compared to other meat sorts

	Chicken	Fish	Pork	Beef	Turkey	Lamb	Total
Respondents	32	22	28	15	13	10	120

Source: Computed data

Interpretation

Poultry meat was mentioned by 32% respondents, pork by 28% respondents, and fish by 22%, and beef by 15%, and turkey by 13% and lamb by 10%. This showed that the interviewed persons used to consume various sorts of meat

along the month, but the most preferred were chicken, pork and fish.

9. Preference for the Purchase Place

Table 3: Observed values for interviewees preference for the purchase place

	Market Stall	Street Vendor	Super Market	Poultry shop	From Vendors	Total
Respondents	47	23	12	28	10	120

Source: Computed data

Interpretation

The answers given by the interviewed persons pointed out that there are many types of shops where poultry meat could be bought. Most of persons used to buy meat from market Stall 47%, being advantaged to purchase more food and goods at one way saving time. About 28% persons used to

buy meat from their district poultry Shop, 23% from Street Vendor, 12% from cash and carry supermarket in their way from work to home, 10% from vendor shop (Table-3).

10. Four Group of Consumers

Table 4: Four group chicken eaters

	Die hard	Meticulous	Mechanical	Information seekers	Total
Respondents	53	17	21	29	120

Source: Computed Data

Interpretation

Among the 120 respondents, 53(44.2%) respondents falls high awareness of Chicken eater named as Die-hard, 17(14.2%) respondents are categorized under grouped named as meticulous consumer, this consumer are strongly influenced by the chicken lovers, 21(17.5%) respondents fall under group named as mechanical, this consumers are moderately influenced by the effect of chicken Likers, 29(24.1%) respondents are in group named as information

seekers this group consumers are different form of information and are not motivated to buy the products based on message communicated by such advertisements. In terms of race segregation among these four group, Die-hards are dominated by the Chennai, followed by Andra and Kerala. Chennai dominated the chicken lover's category as they have limited choices of

11. Race Taste Verses Parts of Chicken

Table 5: Part of Chicken

Chicken part	Yes No						Statistical Significance
	Chennai	Andra	Kerala	Chennai	Andra	Kerala	
Legs	15	12	05	45	30	13	$\chi^2 = 0.175, p=0.916,$
Wings	31	21	13	29	21	05	$\chi^2 = 2.808, p=0.246, NS$
Chest	26	20	11	34	22	07	$\chi^2 = 1.755, p=0.416, NS$
Thigh	39	27	14	21	15	04	$\chi^2 = 1.182, p=0.554, NS$
Liver	7	05	02	53	37	16	$\chi^2 = 0.008, p=0.996, NS$
Neck	10	03	03	50	39	15	$\chi^2 = 2.143, p=0.343, NS.$

Source: Computed data NS: Not Significant;

Interpretation

Chi-square test for independence of attributes has been applied to study the association between race and chicken meat parts and also the association between race and side dish for chicken meat. Six common chicken meat parts were included in the questionnaire namely legs, wings, breast, thigh, liver and neck. The respondents are requested to answer this question and can select as many chicken parts as they prefer. The most consumed chicken part is thigh

followed by Chest and the least favored chicken part is liver and neck. It is concluded that the race and the preference of parts of chicken are not associated as Chi-square statistic values are not statistically significant. It implies that the three major races in Tamilnadu, namely, Chennai, Andra and kerala consume in equal ratio the different parts of the chicken.

12. Preference of Side Dishes by Chicken Eaters

Table 6: Side Dishes

Side dishes.	Yes No						Statistical Significance
	Chennai	Andra	Kerala	Chennai	Andra	Kerala	
Masala Gravy with chili	36	32	08	24	10	10	$\chi^2 = 6.042, p=0.049, Sig.$
Onion Curd Raita	45	25	15	15	17	03	$\chi^2 = 4.701, p=0.097, Sig.$
Veg Karuma	01	03	01	59	39	17	$\chi^2 = 1.958, p=0.376, NS$
Veg Salads	17	17	03	43	25	15	$\chi^2 = 3.701, p=0.157, NS$
Rice	16	18	05	44	24	13	$\chi^2 = 3.167, p=0.205, NS$
Veg Salads	14	07	08	46	35	10	$\chi^2 = 5.351, p=0.069, Sig.$
Brinjal	42	22	11	18	20	07	$\chi^2 = 3.290, p=0.193, NS$

Source: Computed data NS: Not Significant; Sig: Significant

Interpretation

Chicken meat can either be consumed alone or with different side dishes. It is so unique that chicken meat goes along with almost all common side dishes like Masala gravy, Onion Curd Raita, Veg Karuma, Veg Salads, Rice, Veg Sauce, and Brinjal (Table 6). The respondents are given the choice to choose more than one side dish based on their consumption and preference. It is worthwhile to mention that Andra Respondents prefer Masala Gravy with chili sauce as the side dish for chicken and is found to be

significant ($\chi^2 = 6.042, p=0.049$). Tamil respondents prefer Onion with curd more than other side dishes although it is significant at the 10% level ($\chi^2 = 4.701, p=0.097$). As far as the kerla respondents are concerned, they like salad as a side dish for chicken meat ($\chi^2 = 5.351, p=0.069$).

13. The consumer preference on ingredients, taste, easy to cook used in chicken meat is significantly different among the chicken likers.

Table 7: Rotated component factor loading and Cronbach’s Alpha for Independent variables (n=120)

Construct	Items	Factor Loading				
Ingredient	B2.preference chicken meat cooked in broast	0.77				
	B1.preference chicken meat cooked with gravy	0.77				
Taste	C2.Like the tender/soft taste of chicken meat		0.756			
	C1 like the texture of chickens meat		0.74			
	C3. Give the importance to taste of chicken meat		0.72			
	C4. Prefer chicken meat than any other meat.		0.667			
	C5. Prefer chicken meat cooked in sate style		0.574			
Easy to cook	D4. Chicken dish is easy to be prepared during any festivals			0.832		
	D3. Chicken meat is a common dish to be served in any festivals			0.761		
	D1. Prefer cook chicken dish for my guests			0.705		
	D5. Cook chicken meat because it can easily be purchased.			0.628		
	D2. I only cook chicken dish during special occasion			0.575		
Pricing	E4. Home-made chicken dish is less costly than outside				0.819	
	E2. My consumption of chicken meat depends on the price				0.819	
Health concern-1	F6. Cooked chicken meat without proper cleaning leads to some health problem					0.87
	F5. Consuming half cooked chicken leads to some health problem					0.85
	F4. Preserving chicken meat for more days leads to some health problem					0.84
	F3. Too much of chicken meat leads to health problems					0.72
Health concern-2	F1. Chicken meat is not injuries to health up to certain consumption					0.83
	F2. Chicken meat has good protein as compared to red meat					0.82

KMO	0.5	0.747	0.654	0.5	0.733	****
Bartlett’s test of sphericity	5.548, $p<0.05$	122.2 97, $p<0.01$	171.7 78, $p<0.01$	15.36 2, $p<0.01$	258. 419, $p<0.01$	***
Total Variance Explained	60%	48%	50%	67.04%	45.76%	***
Cronbach’s Alpha	0.51	0.703	0.718	0.53	0.6	0.79

Source: Computed data

Interpretation

Factor analysis and reliability analysis of independent variables Factor analysis and reliability analysis were used to test the goodness of data (Table.7). The questions of the five independent variables, ingredients, taste, easy to cook, price and health concern were included for the factor analysis to find whether their subjective measurements in the Likert scale (1 to 5) are actually converging to their respective domains. The rotated component matrix of the factor analysis split into two factors for health concern which are categorized as health concern-1 and health concern-2. Health concern-1 is pertinent to the negative impact of consuming chicken whereas health concern-2 is connected to the positive side. Of the 23 questions considered for the five independent variables, three questions (B3, E1, and E3) were dropped because the factor loading is below 0.5. Since fried tandoori (B3) is mostly preferred by state kerela there was disagreement among races. With regard to the price of chicken, Chennai Respondents feel not so economical as compared to other meats (E1). In addition, the respondents do not agree that hawker shops chicken stuff is cheaper than chicken meat

sold at restaurants (E3). In fact, the quantity provided in hawker shops is much more than in the so called restaurants and hence no difference in price. All other questions were retained for further data analysis. For reliability, Cronbach’s Alpha was used to determine whether the measurements of the constructs were consistent.

Findings

- The Consumer Perception on Chicken Likers with different race the survey on consumer behaviour on Chennai poultry meat market has pointed out an increased consumption in close relationship with income and education level.
- 60 Tamil Chennai respondents (50%) dominated the survey, followed by (Telugu) Andra Pradesh with 42 respondents (35%) and 18 Kerala (Malayalam) respondents (15%). The majority of the respondents are Chennai.
- Most of consumers are aware of producer brand which is the guarantee for a higher meat quality, a pleasant taste, more convenient price with a deep influence on client fidelity.

- The soft and tender taste of chicken meat distinguishes it from beef, mutton, pork and it contributes to the level of preference and consumption of chicken meat.
- There is a high rate of health consciousness on chicken meat eaters in the preference of ingredients and the preparation of chicken meat.

Suggestions & Conclusions

[=Most of consumers prefer to buy meat from market stalls in order to save time.

- Among the most important factors influencing buying decision are the following ones: meat sensorial characteristics, nutritional value, meat origin and price.
- Consumers' expectations from poultry meat producers regard a larger variety of meat sorts, a higher quality, a more convenient price, an improved presentation and packaging.
- Chicken likers prefer the taste, ready to pay any price for chicken meat and also feel that chicken meat may be easily cooked compared to other meat. Therefore ingredients do not play much role in influencing chicken likers.

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