

**CONSUMER PREFERENCES AND PURCHASING PATTERNS
OF FROZEN CHICKEN IN VAVUNIYA DS DIVISION, VAVUNIYA
DISTRICT: A MARKET-BASED STUDY**



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ABSTRACT

In recent years, frozen chicken consumption has notably grown because of changing consumer preferences and lifestyle. This research examines consumer preferences and buying behaviors for frozen chicken products in the Vavuniya DS Division, Vavuniya District. It aims to understand the key factors influencing purchase decisions, and primary barriers to consumption. The study utilized a structured pre-tested questionnaire to gather information from 150 consumers, using the convenience sampling method. The demographic analysis exhibited that respondents aged 26-30 are the majority (34.7%) and males were more prevalent (54%) than females (46%). Key findings from the study revealed that consumers' primary rationale for purchasing frozen chicken had to do with convenience and easy storage (32.9%), with purchasing from a supermarket being the first (20.8%). The frequency of consumption varied with the majority of respondents consuming chicken products 2-3 times per week (50%). The most prevalent barrier to purchase was lack of trust in freshness or quality of product (34.1%) this factor existed on both ends of the buying process and indicated it was pervasive in consumers' decision-making. Regression analysis resulted in a strong positive relationship between purchasing behaviors and attributes of the products indicating these factors were significant predictors to purchasing behavior. However, a high price (25.4%) and limited cold storage at retail shops (15.6%) were also important barriers to frozen poultry sales and indicate that both price and the distribution channel infrastructure are key factors for retailers. These findings will assist other stakeholders in the frozen poultry sector to more effectively develop tailored strategies to enhance product appeal and market penetration, which ultimately contributes to grow and sustain the frozen poultry sector in the region.

Keywords: Barriers, Consumption, Demographic factors, Regression, Vavuniya DS Division.

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