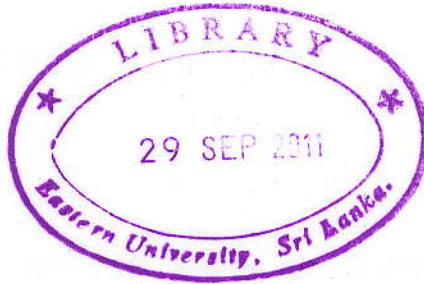


**MEAT MARKETING AND CONSUMPTION IN
COASTAL AREAS OF AMPARA DISTRICT**



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ABSTRACT

Meat and its products are the part of staple diet of many Sri Lankan families. In general, various external factors influence the consumer's purchase decisions. The culture, traditions, customs, taboos are influencing the consumption of meat, especially in Sri Lankan societies.

A study was conducted during January and February, 2011 to determine the meat marketing and consumption in coastal areas of Ampara district. The survey covered 100 meat consumers and 50 meat sellers from four DS divisions of coastal areas of Ampara district. Random sampling method was used in the consumer survey and purpose random sampling method was used in the seller survey. Pretested structured questionnaires were used to collect data, which were analyzed by using SPSS package. Descriptive statistics, frequencies and regressions analysis were done.

Aspects of socio economic characters of meat consumer and sellers, meat marketing patterns, consumer behavior, buyer characters were studied. The findings of the research showed that most of the meat sellers sold beef in larger quantity and they purchased animals for slaughter from other village households. Most of the consumers preferred to purchase chicken, but they mostly purchased larger quantity of beef (6kg) at a higher frequency per month. Only Christians preferred to purchase pork, but there was no any pork stalls in this area. Most of consumers spent more money for buying beef (Rs 1958). Consumption of mutton was found to be low due to its high price. Monthly household

expenditure for buying all types of meat (totally) was Rs.4141 which was 28% of monthly family income.

Meat purchasing decision was highly influenced by religion and preference of consumers. Social, economical and psychological (health) factors had moderate impact on purchasing decision. Price of meat, amount of meat purchased per month and monthly household expenditure for meat significantly differed among DS divisions. Price and amount of chicken purchased per month significantly influenced on monthly household expenditure for chicken, and monthly household expenditure for beef depended on price and amount of beef purchased per month. Monthly family income, price and amount of meat purchased per month significantly affected monthly expenditure for mutton.

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