

GOAT MEAT CONSUMPTION TRENDS IN TRINCOMALEE DISTRICT

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ABSTRACT

Meat and meat 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 chevon, especially in Sri Lankan societies.

A field survey was conducted to find out the chevon consumption at five DS divisions in Trincomalee district. The objective was to investigate the goat meat consumption trend, identify the feasibility, limitation and marketing problems of chevon in the area and the problem faced. A random sample of 100 chevon consumers and 10 chevon sellers, were interviewed using a pre tested structured questionnaire that used to collect the data, which were analyzed by using SPSS package. Descriptive statistics, frequencies and regressions were done.

Aspects of socio economic characters of chevon consumer and sellers, chevon marketing patterns, consumer behavior, buying characters were studied. The findings of the research showed that most of the chevon sellers sold chevon in lower quantity and they purchased animals for slaughter from other village households. Consumption of chevon was found to be low due to its high price. Most of the consumer preferred to purchase chevon, but they mostly consume lower quantity of chevon at a higher frequency per once a month. Mostly Tamils preferred to purchase chevon, but there was few chevon stalls in this area.

Most of consumers spent more money for buying chevon it was Rs 1233. Monthly household expenditure for buying chevon was Rs1849.5 which was 8.77% of monthly family income.

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