

SOCIO-ECONOMIC CHARACTERISTICS OF MEAT CONSUMERS IN ZARIA, KADUNA STATE

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ABSTRACT

This study assessed the socio-economic characteristics of meat consumers and their pattern of consumption in Samaru, Zaria Kaduna State. A random sampling technique was used to select the respondents for the study. Data were collected with the aid of well-structured questionnaire and analyzed using descriptive statistics. The results obtained revealed that few (31.2%) of the consumers fell within the age bracket 30-39 years. Others (27.5%) were within the age range of (20-29) and a mean of 38.025. The findings of the study also showed that most (75.0%) of the respondents were males and more than half (65.0%) were married. 33.8% had tertiary education, 27.5% had secondary education while 16.2% had informal education. Also, few (40%) of the respondents had house-hold size of 1-5, followed by 30.77% those with house-hold size of 6-10 Also, more than half (61.25%) of respondents consumed their meat as cooked and fried, followed by 26.25% that cooked without frying, while 11.25% liked it roasted, however 1.25% liked it barbecued. An understanding of socio-economic characteristics of meat consumers is important for the development of strategies necessary for the improvement of the livestock industry.

Key words: Socioeconomic characteristics of meat, consumption pattern

INTRODUCTION

The socioeconomic conditions of meat consumers in Nigeria is dynamic in nature and can be assessed from changes in the meat consumption pattern (FAO, 2013). Livestock production is the major source of animal protein for the growing population in Nigeria, contributing from 5 to 6% of the country's total gross domestic product (GDP) and 15-20% of the agricultural GDP (Mshelbwala, 2013). The growth rate of the Nigerian livestock industry is slow relative to the teeming population relying on it for meat (Babatunde and Qaim 2010; Agboola and Balcilar 2012). Livestock production includes cattle, sheep, goat, swine and poultry, most of which are reared at subsistence level and management system which is usually extensive or semi-extensive (Mohmoh and Ochaba 2002). This management system is characterized by poor housing, nutrition, exposure to extreme weather, health hazards and rustling (AVMA, 2010). Consumers seek or prefer different attributes in meat therefore the understanding of consumer's meat choice and reasons that influence their preferences are important determinants. Price, taste, nutrition, hygiene are important criteria in meat selection by consumers in both developing and developed countries (Ozimek, 2011). Religion, culture, tradition, and health also play significant roles in meat consumption of certain types of meat (Johnson *et al.*, 2011). Limited information is available on socio- economic characteristics of meat consumption pattern and preference amongst Northern Nigerian households. Therefore, the objectives of this study are to:

1. Identify the socioeconomic characteristics of meat consumers
2. Examine the meat consumption pattern of respondents

METHODOLOGY

This study was conducted in Samaru, Zaria, Kaduna State, North-West Nigeria, where livestock production is a major occupation. Data for this study were collected with the aid of well-structured questionnaires to elicit information from respondents. The questionnaire was structured to obtain two groups of information. It was outlined firstly to obtain information on the demographics of the respondents, secondly to examine the meat consumption pattern of respondents in the study location.

The survey was conducted by random sampling of respondents within Zaria. A total of 100 questionnaires were administered and 80 were retrieved. The data collected were screened for accuracy and analyzed using simple descriptive statistics.

Variables	Frequency	Percentage (%)	Mean
Age Class			
20-29	22	27.5	
30-39	25	31.2	
40-49	18	22.5	38.025
50-59	11	13.8	
60-59	2	2.5	
70-79	2	2.5	
Marital Status			
Single	23	28.8	
Married	52	65.0	
Widowed	5	6.2	
Gender			
Male	60	75.0	
Female	20	25.0	
Educational Status			
Informal	13	16.2	
Primary Education	18	22.5	
Secondary Education	22	27.5	
Tertiary Education	27	33.8	
Household size			
1-5	40	51.28	5.35

RESULTS AND DISCUSSION

Table 1: Demographics of Respondent

6-10	24	30.77
11-15	7	8.97
16 and above	7	8.97

Source: Field Survey, (2022)

Table 1 shows the socio-economic characteristics of respondents, from the results (31.2%) of the consumers fell within the age bracket 30-39 years. Others (27.5%) were within the age range of (20-29). From the results, age has an impact on meat consumption, with younger individuals tending to consume more meat compared to older individuals who may reduce their meat intake for health reasons. This is in agreement with Ogungbenro, and Oyewole. (2011) who obtained similar results for age. The findings of the study also showed that most (75.0%) of the respondents were males and more than half (65.0%) were married. About 33.8% had tertiary education, 27.5% had secondary education while 16.2% had informal education. Implying that education has an impact on meat consumption patterns, with higher education levels being associated with a greater understanding of health implications of diets. This result concurs with those of Egbonu and Odimegwu, (2010) who stated that highly educated individuals in Nigeria are more likely to follow a vegetarian diet and consume less meat compared to those with lower levels of education.

Also, the table revealed that (40%) of the respondents had house-hold size of 1-5, followed by those with house-hold size of 6-10 (30.77%). The mean household size was 5.35. These observations suggest that literacy influences individual choices towards healthy living. These observations were also reported by Ogbeide (2015). It was observed that individuals with smaller household sizes tend to consume more meat than those with larger household size. This may be due to financial status of the household head and the fewer mouths to feed. The findings of the study concur with Ogbeide (2015) and Schnepf (2013) who reported that socioeconomic characteristics of consumers influences their meat consumption pattern.

The results of Table 2 showed the meat consumption pattern of consumers. From the table, more than half (61.25%) of respondents consumed their meat as cooked and fried, followed by 26.25% as cooked without frying, while 11.25% liked it roasted, however 1.25% liked it barbecued. This result shows that consumers are very much interested in ensuring that the meat consumed is well processed before consumption, as such they have knowledge of the need to destroy any microbes in the meat before consumption. These findings are in agreement with Ozimek (2011) who stated that consumers are more interested in product safety hence they ensure that their meat is well processed to meet their satisfaction.

Table 2: Forms of Consumption of Meat

Variables	Frequency	Percentage (%)
Cooked without frying	21	26.25
Cooked and fried	49	61.25
Roasted	9	11.25
Barbecued	1	1.25
Total	80	100

Source: Field Survey, (2022)

CONCLUSION AND RECOMMENDATION

In conclusion, socio-economic factors play a significant role in determining meat consumption patterns and can assist in providing useful insights in dietary behaviours and food choices of various populations. Hence an understanding of these factors is important for the development of strategies necessary for the growth of the livestock industry.

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